

# Famous News



January/February  
1982

Published bimonthly  
in the interest of  
Famous Players employees  
and associates  
from coast to coast.



**A Look at Hamilton's  
Lime Ridge Mall Cinemas**  
See Page 7

**Radio sound  
moving indoors?**  
See Page 6





# letters

Send us your letters. Criticisms or praises; we would like to hear them all! Do you have suggestions regarding the content of FAMOUS NEWS — something you dislike, like or would like to see in it? Write and let us know. Please note that no anonymous letters will be considered for publication.

## A Bouquet to the Staff of the Arcade Cinemas London, Ontario

*The Management Office of the Arcade Mall in London received the following letter commending the staff of the Arcade Cinemas. Manager George Coulter must feel very proud to have such fine people on his staff.*

To Whom It May Concern,

On December 26, my boyfriend and I went to see a movie at the Arcade Cinemas. I just wanted to inform you of how pleasant and helpful the theatre staff were in aiding my boyfriend and myself. My boyfriend is paralyzed from the waist down and is confined to a wheelchair. He has not been in a wheelchair for very long and both of us are learning about the difficulties people with a handicap must face.

It is funny how very much we take things for granted when we ourselves are lucky enough to be able to get around. Now, however, it is uppermost in my mind when I go to various places... "how could a handicapped person get around here?" I guess I was the type of person who always felt sorry for the handicapped, but never had a personal conviction to do anything for them. Now however, I do.

I want to say how very much easier it makes things when there are people like the theatre staff who are caring and helpful.

Thanks once again,  
Heather Joyce,  
London, Ontario

Dear Editor,

Thank you very much for the 4th issue of FAMOUS NEWS - certainly a shot in the arm for retirees and present managers, etc. As the late Dan Krendel used to say on his rounds "WHAT'S NEW?" - this might be an idea for a future column.

Well, in the Niagara District, "it's been a very good year"...as old blue eyes used to sing. Four years ago, we started a Regional District Seniors Golf Association for which I act as Secretary/Treasurer. Our Association covers approximately 12 clubs and to date we have 180 members, but hope to have 200 members by next year. We hold a ladies' night once a month, rotated throughout the various

clubs. Every winter we muster a dozen or so of our members for a trip to the South.

Also in the golf department, the undersigned managed to win the St. Catharines (Garden City), Seniors Tournament this past September with a low gross 70, at 70 years of age! It was a 64 par course, one-putted 10 greens.

Now to theatres, what a great idea the "Litter Bag" is. I've never seen our auditorium floors looking so clean. The person who thought this one up deserves a pat on the back.

Best wishes to all at H.O. I miss you all.

Sincerely,  
Donald Kinloch  
Ridgeville P.O. Ont.



*Smack dab in the centre, beaming proudly - and rightly so - is Don Kinloch after winning the Garden City Seniors Golf Tournament with a low gross 70 at 70 years young! Others in the photo from left: Tournament organizer George Young; Dorothy Turner; Don; Mildred Stevens and Cecil Stull.*

### Letter to our Readers

You did an excellent job this past year of keeping us informed (well, most of you, that is!), which makes us very happy. But, as we've said before, we continue to need your help in order to maintain the desired "national" scope of the magazine.

This is *your* magazine; a vehicle through which we can become acquainted, exchange ideas, make suggestions and exhibit our photographic skills! Because of the vast distance that separates us from coast-to-coast, **Famous News can be**

our meeting place - but only if all of us contribute in some way.

We would like to emphasize the need to receive your material and **original photos** as soon as possible following events that are related to a specific date or season. In this way our coverage in the magazine will be as timely as possible. Unfortunately, we have had to reject material for publication occasionally because it was no longer relevant to the issue at hand.

So let's hear from you soon - and often. And remember, if you visit Toronto, drop in for a tour of head office. - Ed.



# Spotlight on our Partners:

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## Lethbridge Theatres Limited

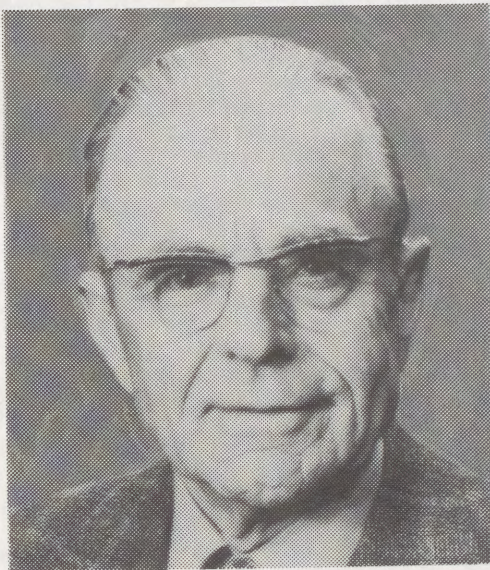
Mr. Alfred W. Shackleford, President, Lethbridge Theatres Limited, Lethbridge, Alberta, was asked to outline a history of his association with Famous Players Limited under the operating company Majestic Theatres Limited. This he has done and in the following article we explore "how" and "why" the partnership came about.

Lethbridge Theatres Limited, the one half of the partnership Mr. Shackleford represents, is owned by the Shackleford family and the McIntyre Ranching Company Limited through its President, Mr. R.A. Thrall, Jr.

Perhaps a little background on our enterprising Mr. Shackleford (affectionately known as "Shack" to his Famous associates), would be appropriate at this point. The son of a steam-fitter and engineer, he was born in Essex, England, in 1899 and came to Calgary with his parents in 1909. While completing public school and during his attendance at college, he worked as an usher at the old Regent Theatre where he earned \$5 a week for working evenings and Saturdays, and \$10 a week for full-time during summer vacations.

With his heart set on becoming an architect, the young Shackleford studied applied mathematics and drafting at the Provincial Institute of Technology and Art in Calgary. He went to work as a draftsman for P. Burns & Company in Calgary, but when the First Great War ended in 1918, so did the company's building program and he was added to the ranks of the unemployed.

Jobs were scarce then and the young man took whatever work was available, but he was "bothered by the call of the theatre." An opening in a film exchange provided the answer, and from shipper of films,



A. W. Shackleford,  
Lethbridge Theatres Limited

he was promoted to the position of booker and office manager. He worked in that capacity until 1920 when he received an offer to manage the failing King's Theatre in Lethbridge, Alberta, at the princely salary of \$50 a week! With that kind of salary open to him, the youngster accepted the offer enthusiastically and he assumed his new position in January 1921. But what he saw when he looked at the premises made him feel "sick, very sick." In the words of Mr. Shackleford "it was just a dump that took a far back seat to every other theatre in Lethbridge. It seated 365 and the major management problem was to find 365 people to fill it. It played mostly re-runs and westerns as the Colonial and the Empress played first-run movies at that time."

But, studying the methods employed by some of his competitors, the new manager surveyed the situation and decided to hook his star to the leading actors of the wild west pictures. He became a jack-of-

all-trades in his theatre; his staff consisted of one operator, a door-man, one pianist and sometimes an usher. In March 1922 he was still in Lethbridge, doing reasonably well, and so that month he married Miss Ada Crofts of Calgary. A year later Mark Rogers, Lethbridge's reputed millionaire, purchased the lease on the King's Theatre and on the old Colonial. For a few months Mr. Shackleford managed both theatres but in July, 1924, Rogers turned over the management of the theatres to his brother-in-law, and Mr. Shackleford was forced to return to Calgary to another film exchange, this time to sell films.

Six months later he was back in Lethbridge, having accepted an offer from Rogers to manage the ice arena with the stipulation he would be given the opportunity to re-enter the theatre business. This opportunity came in 1925 when Rogers sold him the lease on "Old Faithful" - the King's Theatre. Mr. Shackleford had little money but a lot of ambition and willingness to work hard. Also, he had established his credit and reliability. In conjunction with a prominent Lethbridge businessman, James B. DeGuerre, as his silent partner, they started their own small company. In order to purchase his interest in the company, Mr. Shackleford says he borrowed small sums of money from numerous people.

Near the end of the following year, Rogers died and his estate offered Mr. Shackleford the lease on the Colonial. The deal meant borrowing more money and DeGuerre and a Mr. Henry H. Grainger came to the rescue. The Colonial promptly assumed a new name, the Palace, and the lease on the King's was surrendered. Grainger sold his interest in the partnership to Shackleford



# Spotlight on our Partners: Lethbridge Theatres Limited

*continued*

and DeGuerre in 1926.

"Our first contact with Famous Players was in 1928," explains Mr. Shackelford, "when a new form of entertainment appeared on the horizon - one that was to revolutionize the movie industry - the screen was actually going to come alive and talk! The big problem was that this transition would cost a lot of money, and looking for new capital for a small, struggling movie business was not easy. Had we stood alone in 1928, we quite possibly would have gone out of business because we lacked the financial resources to build and develop our little company with the challenge before us in this new electronic era."

They heard Famous Players was a big company building theatres all across Canada. Ambitious and daring, they decided to approach Famous with the suggestion of forming a partnership to either build a new theatre or to renovate the Palace which they were then operating.

Mr. Shackelford says, "My meeting in Toronto with then President of Famous Players, Mr. N.L. Nathanson and with his executive right-hand advisor, Mr. T.J. Bragg, was most cordial and responsive. That moment in 1928 was to be the beginning of our association which has continued uninterrupted for 53 years. And out of this partnership with Famous Players came a new company - Lethbridge Theatres Limited."

The new company tore down the Palace and replaced it with a new theatre, the Capitol, which opened October 9, 1929, and in so doing introduced "talkies" to Lethbridge.

## **Majestic Theatres Ltd. formed**

The Majestic Theatre in Lethbridge was closed in 1932 when the depression hit, and was later purchased by Majestic Theatres Limited, the new company formed by Lethbridge Theatres Limited and Famous Players. The Majestic was never operated as a theatre again

but was subsequently sold to a dairy company.

In 1933 the company purchased the Empress Theatre which was completely remodelled and renamed the Roxy. In the early 1950's the Roxy closed its doors, but a dream came true for Mr. Shackelford on Thanksgiving Day, October 9, 1950, when he watched crowds fill the new 950-seat Paramount Theatre. The opening attraction was Bob Hope and Lucille Ball in "Fancy Pants." In 1967 the Paramount Cinema opened as a dual with seating accommodation for 488 and 475 people. It was Lethbridge's first multiple cinema. In 1969 the College Mall Cinema was opened and in 1974 the impressive old Capitol Theatre was torn down to make way for the Lethbridge Centre. In September 1975, Lethbridge's newest theatres, the Twin Cinemas 1 and 2 were opened in the Lethbridge Centre.

Mr. Shackelford also found time to become involved in community affairs. He was active with the Lethbridge and District Exhibition and Fair Board, the Community Chest, the Gyro Club, and the Cancer Society. In 1963, he received an outstanding achievement award from the Motion Picture Theatre Association of Alberta. He entered civic politics in 1939 and was elected mayor on three occasions, from 1944-47, 1952-55, and 1957-61. He retired from the local political scene in 1964.

Mr. Shackelford has seen the motion picture industry change from the nickelodeons of the early days of this century to the wide-screen theatres of today. He has dominated entertainment in Lethbridge for many years. Still actively engaged in the industry, his tradition of excellence is being carried on by his sons Robert (Bob), and Douglas. Douglas is presently manager of the College Mall and Bob is manager of the Paramount as well as assisting in the supervision of all theatres.

Mr. Shackelford says, "The Majestic Company is one of many partnerships of Famous Players and, over the 53 years of association, we have come a long way from one

theatre to our present status of five hard-top screens and one drive-in. Expansion is anticipated during 1982 by adding a triplex drive-in and possibly another indoor theatre. Today our staff comprises about 75 employees.

"Thus our association with Famous Players has meant much to Lethbridge Theatres Limited, our family and our associate, in having the entire resources of this major theatre company with its vast expertise guiding our destiny."

Mr. Shackelford concludes, "One cannot write history without mentioning names and personalities. It has been my pleasure to serve with all the presidents of Famous Players right from the start, firstly N.L. Nathanson, then Arthur Cohen, J.J. Fitzgibbons, R.W. Bolstad and today's dynamic and considerate George P. Destounis. Like all great leaders, one is judged by the company he keeps and believe me, "Big George" keeps a great company of top men such as Bill Murray, Larry Pilon, Gerry Dillon, Doug Gow, Herb Black and Joe Whyte, to mention just a few.

"Now you know what makes Famous tick and why we have had 53 years with nary a squabble or a serious argument. They have been satisfied to leave management vested in the hands of its partnership at the local level."

Mr. Shackelford's slogan over these many years has been and still is, "A business that grows from within never fails."

**Footnote:** *In supplying us with some of the details on the formation of Lethbridge Theatres Limited and subsequent partnership with Famous Players Limited, Mr. A. W. Shackelford mentioned that he had announced his intention to retire from active participation in theatre operation at the end of 1981. We at Famous Players are pleased that to date this has not been the case, and we expect Mr. Shackelford will continue to be actively involved for many years to come.*



## Spotlight on our Partners:

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# The Purnells

*In seeking background information on the Purnell family and its association with Famous Players, we were fortunate to get a good many details from Don Purnell's daughter, Sharon White, along with her own reminiscences about how she also got into the movie business.*

"Have you ever sat at your desk in the theatre or stood at the back of the auditorium during the show and wondered how you got into this crazy business? Perhaps it was the memory of a Saturday afternoon matinee, a nickel bag of popcorn, an all-day sucker or a serial that left a burning car hanging precariously half over the edge of a cliff. Do you remember the family who owned the theatre? The husband was the projectionist and doorman; his wife sold tickets and his children worked the candy bar. Whatever happened to them and how did they get started?" Here is the story of one such family, the Purnells, as Sharon relates it.

In 1942, Jim Purnell and his eldest son, Len, threw all caution to the wind and bought a theatre in the northern Alberta town of Wainwright. Business was brisk and, after establishing it on a profitable basis, they sold the Wainwright theatre and bought another theatre in Peace River. In October of 1946 they sold the Peace River theatre and bought three theatres in Crowsnest Pass in southern Alberta. At this time Jim's son Don and son-in-law Ed Somshor entered the partnership, now called Purnell & Sons.

Postwar Alberta was booming and, with younger sons Gordon and Harold now in the business, they aspired to further expansion. Three theatres were purchased in Kimberley and Cranbrook, B.C., and one was built in Lacombe, Alberta. However two setbacks occurred during this time as, within a year,

two of the three theatres in Crowsnest Pass had burned down.

But the family still looked optimistically to the future. October 1951 marked a turning point for Purnell & Sons with the purchase of two theatres in Red Deer, the Capitol and the Crescent, and with a decision to affiliate with Famous Players Limited. After negotiations with the president of Famous Players, J.J. Fitzgibbons, an agreement was reached. Purnell & Sons now had the resources and expertise of a national theatre chain to add to their own knowledge gained from almost ten years in the industry.

A new form of home entertainment, television, was now a reality. It was a tense period in the movie industry; suddenly, all connected with it were seemingly addicted to Roloids! But despite the grim forecast of empty theatres, it was business as usual. By 1955 a beautiful 900-seat hard top, the Paramount, had been built and the

40th Avenue Drive-In purchased in Red Deer as well as three screens purchased in Ponoka, Alta. However seven other screens, bought prior to the affiliation with Famous, had either been sold or the doors locked for the last time.

The death of Jim Purnell in October, 1959, marked the end of Purnell & Sons, but not the relationship between Famous Players and the Purnells in the operation of the Paramount and the 40th Avenue Drive-In.

In June of 1968, then president of Famous Players, R.W. Bolstad, negotiated a partnership with both Don and Gordon Purnell. Famous and Gordon formed Park Plaza Theatre Ltd. under which Famous owned fifty percent of the two downtown houses in Red Deer, the Paramount and the Park Plaza (built in 1968); and with Don, under Central Drive-Ins Ltd., Famous owned fifty percent of the 40th Avenue and the 2-11 drive-ins



*The Purnell brothers receiving their 25 Year Awards in 1976 along with their wives. From left: Don and Eve, George Destounis, Mary and Gordon Purnell.*



## Spotlight on our Partners:

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### The Purnells

*continued*

also in Red Deer. The next few years were prosperous during which time both indoor theatres were dualled, and in 1976 after the screen blew down at the 40th Avenue Drive-In, it was reopened later that same year as western Canada's first triple drive-in.

In 1978, Park Plaza Theatre Ltd. and Central Drive-Ins Ltd. amalgamated to become Central Park Theatres Ltd. The 2-11 Drive-In was sold in 1978 thus bringing about the present holdings within the partnership, namely, the Paramount, Park Plaza and 40th Avenue D.I.

Despite some gloomy predictions emanating from the recent federal budget, central Alberta's economy is booming and recently plans were drawn up for an additional three screens to be added to the present Park Plaza dual. Plans also call for two other screens to be added which will mean a total of seven screens on the present single-level structure.

This construction will be only the first stage of planned total development of the site. Architectural and structural design now incorporated in the planned re-structuring of the ground level cinemas is such that a second storey may be added at some future date which will accommodate five additional screens for a total of twelve on the existing property.

The association between Famous Players and the Purnells over the past 30 years has been a most cordial and prosperous one. And with this planned future expansion it will surely continue for many years to come.

Sharon White now works with her father, Don, just as he too worked with his father, Len Purnell. Sitting at her desk in the Paramount Cinemas, Sharon fondly remembers the five cent bag of popcorn, playable cartoons, and the days before pinball machines were in the theatre lobby.



## Now Hear This

### Good News for the Hard-Of-Hearing

For the first time in Quebec, the hard-of-hearing are having a chance to enjoy the sound of movies.

Ampli-Sound, a new broadcasting system, has been installed in the six auditoria of the remodelled Palace Theatre in Montreal by Cine-Com (General Sound), supervised by Cine-Com Quebec District Manager, George Latorre.

The above logo is the official international symbol of access-hearing impairment adopted by the World Federation of the Deaf March 7, 1980.

Just over a year ago, Communicaid For Hearing-Impaired Persons approached Cinémas Unis/United Theatres Inc. and asked them to install an amplification system for the hard-of-hearing. Cinémas Unis/United Theatres complied and wired the newly renovated Palace 6 Cinémas.

The Palace Theatre was the first theatre in Canada to introduce sound in 1927 and now is one of the first cinémas in Canada to offer Ampli-Sound for the hearing impaired.

According to statistics, one person in ten has a hearing problem and one in four is hearing-impaired at the age of 65.

Service to the handicapped is a high priority. Last year was the International Year of the Handicapped and we started to notice an increase in the number of ramps in public and private buildings. United

Theatres/Cinémas Unis installed a ramp in the new cinémas in Galeries de la Capitale in Québec city and a special elevator in the Palace Cinémas, along with special wash-room facilities in both complexes.

Ampli-Sound provides pleasure and enrichment for the hard-of-hearing. Using the system is very simple. The customer need only bring a portable AM radio or pocket-size transistor equipped with an earplug or earphones; sit anywhere in the theatre and tune into the assigned frequency which is posted at the entrance to each cinéma, alongside the International Symbol. Sound is broadcast in the AM band 710 -1200 kilohertz.

The earplug or earphones may be used with or without a hearing aid depending upon the individual's hearing loss. They can adjust the volume to their individual needs without disturbance from ambient noise and with no disturbance to others.

Ampli-Sound components consist of a solid state high fidelity AM transmitter; a specially designed RF couplet; required cable and radiating wire.

The entire system is a low, one-time cost and requires next-to-no maintenance. It also carries a five-year warranty against defective equipment.

The look of genuine happiness on the faces of those who use the radio system for the first time, is a delight to see.

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### Litter Bag Program Reminder

*To maintain patron awareness of the "Litter Bag Program", your cooperation is requested again on the following points:*

- screen trailer to be shown at every performance,
- candy bar attendants to offer "Litter Bag" to patrons who make a purchase at the candy bar.
- lobby receptacles to be placed in conspicuous location in the lobby. (It has been noted in some theatres that the receptacles are in an out-of-the-way location and not visible to the patrons).
- display cards to be posted on the back bar walls advertising the "Litter Bag" program.

By following the above suggestions, patron awareness will increase and assist in making the "Litter Bag Program" work.



# New Construction:

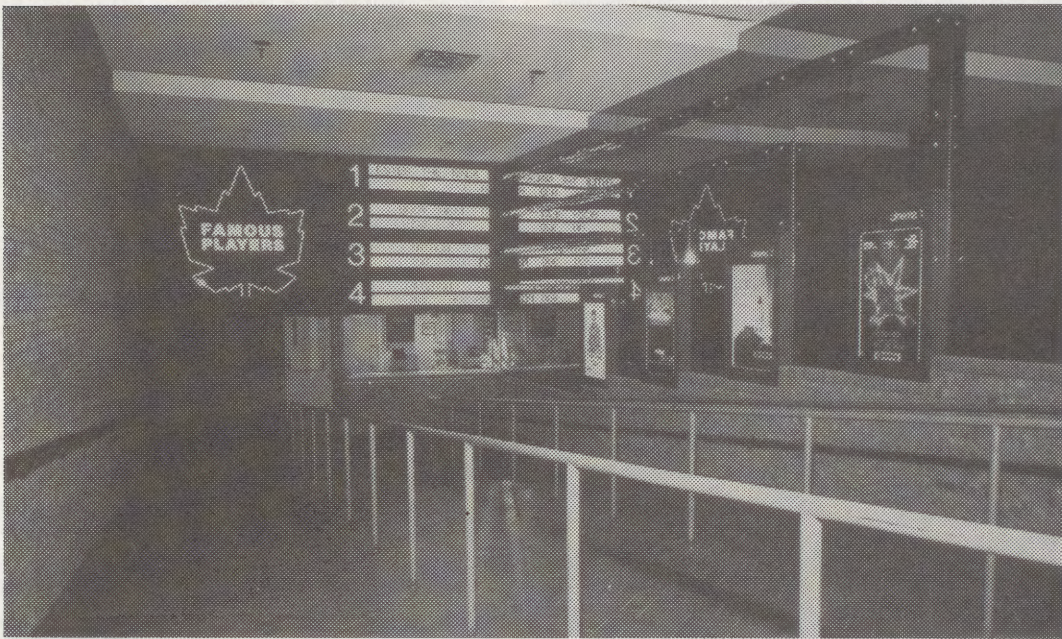
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## Here's a Look at Lime Ridge Mall — Hamilton's New Fourplex

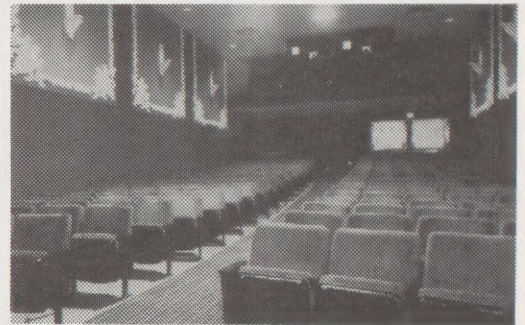
In the September/October 1981 issue of Famous News we announced the opening on August 7 of the Lime Ridge Mall Cinemas in Hamilton. Unfortunately photos of the Cinemas were not available until now. But since "one picture is worth a thousand words," we hope Manager Frank Naphan will appreciate this extensive coverage of his beautiful new fourplex.



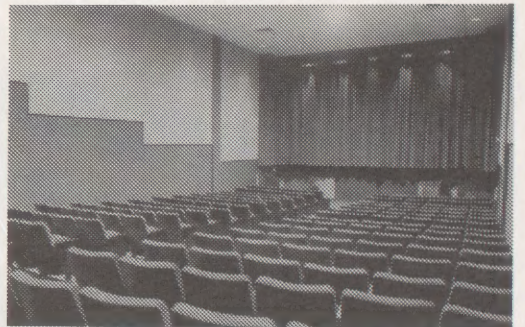
*Cinema 1 (364 seats) showing green velour contour curtain and brightly patterned wall design in beige and green. Protruding dado bands conceal surround speakers for Dolby stereo. Velour seating is in three tones of green.*



*Entrance ramp looking toward box office, backlit displays and signage.*



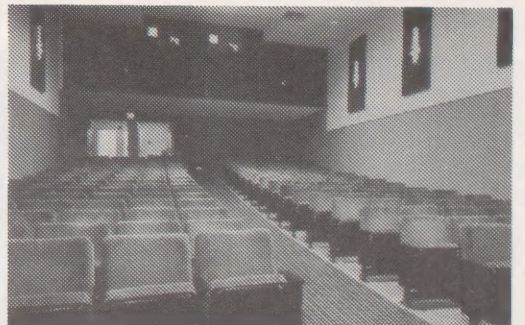
*Cinema 2 (224 seats) features rococo wall design in stark white in contrast to blue velour seating and auditorium.*



*Cinema 3 (212 seats) has blue velour draw curtain on curved track. Upper auditorium wall treatment is beige, buttoned acoustic panels. Carpeted dado and velour seats are blue.*



*Foyer looking past confection sales area toward entrance. Manager's office windows above entrance overlook foyer area.*



*Cinema 4 (200 seats) Decorative wall panels are deep green velour with white plaster ornamentation, to blend with green velour facing on upper wall at rear. Carpet dado is beige. Seating is green velour. Carpeting throughout is blue medallion.*



# Cornwall Centre Cinemas New Fourplex Opened in Regina, Saskatchewan

The Cornwall Centre Cinemas opened October 30, 1981, in the newly constructed, two-level Cornwall Centre Shopping Mall.

Entrance to the angled boxoffice is on the first level off the mall lobby. This level features a mirrored ceiling and bulkhead and an unusual back-lit graphic depicting the Prairies, flanked by the Rocky Mountains and Niagara Falls. A wide stairway and an escalator, side-by-side descend to the lower level main foyer, confection counter and the four cinemas. An elevator was

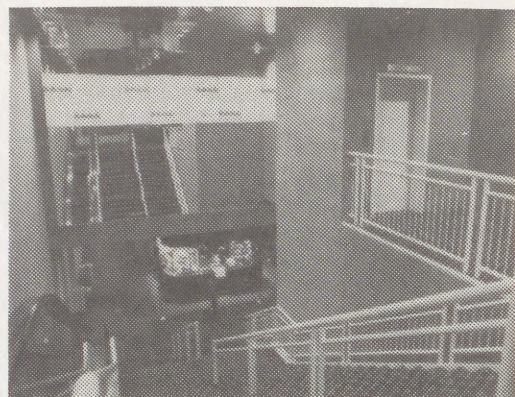
also installed to accommodate the disabled. The four auditoria range in size from 328 to 222 seats to accommodate a total of 1,126 people.

A specially woven carpet with symbolic maple leaf design in earthy colours of brown, beige and wine throughout the foyer and cinemas is complemented with colour-coordinated wall carpet on each of the cinema sidewalls.

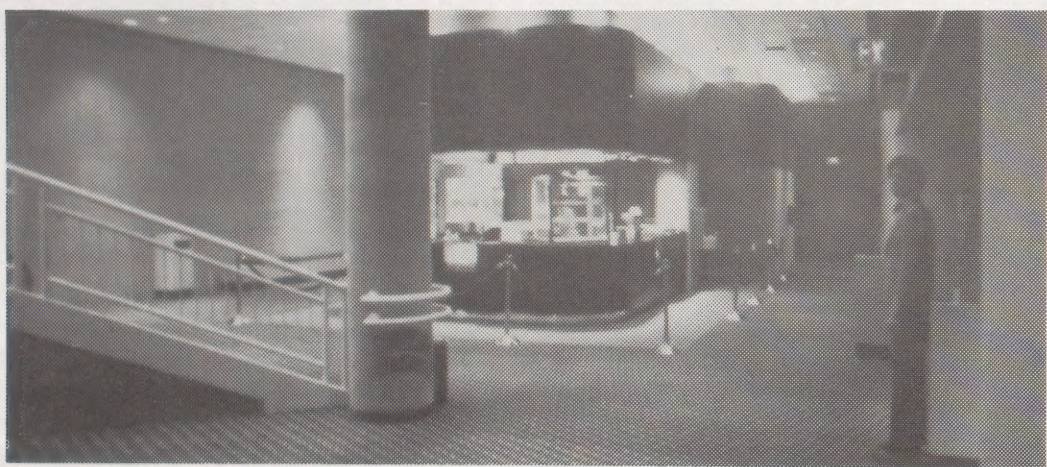
Wilf Runge is the manager of this new fourplex; he was formerly manager of the Metropolitan in Regina.



Main entrance. Readograph identifies auditoria by illuminated dots.



View of lobby area from behind boxoffice.



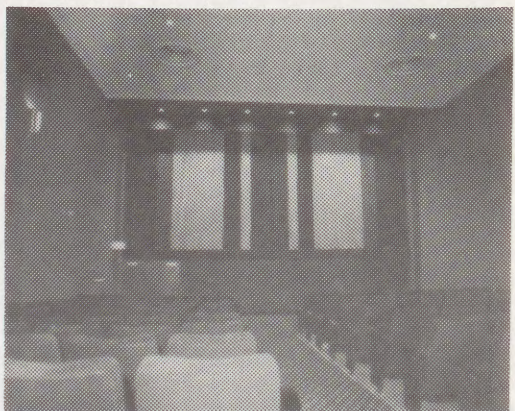
Spacious lower lobby area.



Main staircase and escalator.



Fully automated projection rooms, each servicing two cinemas, are separated by upper level work area (pictured right).



One of the four Cornwall Centre auditoria.



# Capitol Thunder Bay, Ontario Dualled

The Capitol Theatre in Thunder Bay was closed November 2, 1981 for dualling. But instead of splitting the existing 736-seat theatre as is usually done, it was decided to construct the second cinema on our parking lot adjacent to the theatre.

In order to achieve this it was necessary to relocate the manager's office, construct an entirely new

confection counter and revamp the foyer. In addition to the regular washroom facilities, the new cinemas now boast a unisex washroom for the handicapped. New blue random carpeting was installed throughout the foyer and the two cinemas.

The foyer modifications resulted in a reduction from 736 seats to 634 in Cinema 1, and with an additional 366 seats in Cinema 2 the Capitol Cinemas can now accommodate a total of 1000 people.

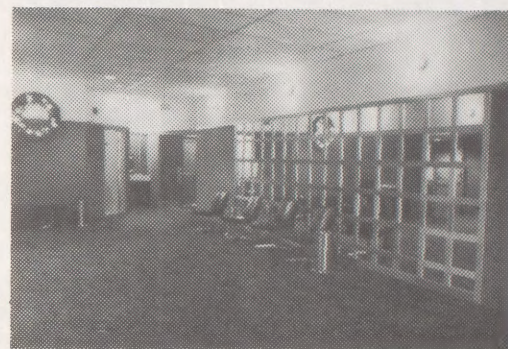
Manager Robert Lipson was honoured to have Mayor Walter Assef attend the opening program for his beautiful new cinema December 18.



Cutting the "ribbon" opening day, December 18. From left: Ass't. Mgr. Esko Vaisenen; Alderwoman Shirley Trotter; Mayor Walter Assef; FP District Manager Verd Marriott and Manager Robert Lipson.



A close-up view of new signage and front entrance of the Capitol Cinemas, Thunder Bay.



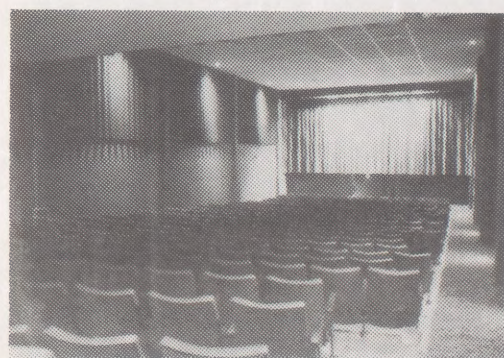
Capitol Cinemas boast a new feature wall in the foyer with mirror panels and wood trim.



New confection counter did booming trade with first niters.



Outside view of the Capitol Cinemas showing newly constructed Cinema 2 on left with ladder.



Capitol Cinema 2 with upper wall treatment of blue Econo-pleat against grey wall carpet; seats are blue fabric and the curved-draw screen drape is blue velour.



# Willowbrook 6 Cinemas Opens in Langley, B.C.

*Mike Brugel, Vancouver Branch Manager, Theatre Confections Limited, sent us the following description and photos he took personally of the new Willowbrook 6 Cinemas in Langley.*

Famous Players unveiled its newest jewel, the Willowbrook 6 in Langley, December 4, 1981.

This, the third B.C. Sixplex, is a modern, free-standing structure. The building is part of a large development in Langley, a fast-growing community southeast of Vancouver. It is identified by two Famous Players' maple leaves and a large, bright readograph that runs the full width of the front entrance.

The Willowbrook 6 is designed to have the largest of the auditoria, Cinemas 1 and 6, at each end of the spacious lobby. Both auditoria have a seating capacity of 266 and are equipped with 4-track Dolby stereo sound systems. Auditoria 2 and 5 seat 222 each, while 3 and 4 each accommodate 210 patrons.

The symmetrical, one-level design is open and functional and offers full facilities for the handicapped.

The predominant colours of red and blue in the striped carpet throughout the theatre complement the muted-brown shade of the lobby walls and highlight the wall graphics in each auditorium. Centred in the lobby is the 40-foot candy bar which is fronted with a brown, quarry-tile floor. The bar is equipped with two Cretor's 20-ounce poppers and has four drink-heads serviced by a pair of Habco 5800 soft-drink systems.

All six auditoria are serviced by a single, fully automated projection booth. The booth is designed as a two-man operation with video monitors for each screen. The very latest in electronic wizardry!

Gordon Imlach has been appointed Manager of the Willowbrook 6; he was previously manager of the Lougheed Mall, Burnaby, B.C.

An old hand at multiple-theatre operations, Gordon firmly believes that his new theatre will be a booming success.



*Exterior of Willowbrook 6 Cinemas with readograph over the front entrance.*



*Cashier, Anita Bisset all set to ring-up the sales with "how many, please?"*



*The spacious lobby with a glimpse of the 40-foot long confection counter.*



*A close-up view of the ultra-modern confection counter with quarry tile flooring.*



*A single, two-man operated projection booth services all six cinemas.*



*District Manager, Brian Rogers (left), and Willowbrook 6 Manager, Gordon Imlach (right), are proud as Punch with their new acquisition.*

## Newly Leased Theatre Opens in Bathurst, N.B.

Maritime Theatres Limited recently leased the Kent Theatre, Bathurst, New Brunswick from Bathurst Broadcasting Limited. Mr. William Woodworth was assigned as Manager to the dual which opened December 1, 1981; he was formerly the Assistant Manager of the Paramount, Moncton. The Kent has a total seating capacity of 520 seats with each auditorium accommodating 260 people.



# Recent Appointments

The following Famous Players Limited and Cinemas Unis Inc./United Theatres Inc., appointments were announced recently.

## Famous Players Appointments



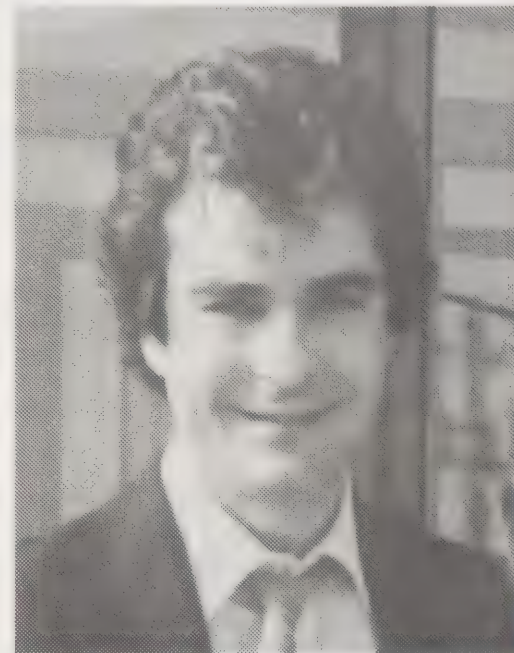
*Clifford G. Narbey*

**Clifford G. Narbey — Vice-President & Treasurer.** Mr. Narbey joined the company in March 1974 and previous to his appointment as Vice-President & Treasurer, he held the position of Director of Finance. He succeeded Mr. R.M. Mercurio who joined Famous Players Realty Corporation as Executive Vice-President.



*R. R. (Ron) Bobbie*

**R.R. (Ron) Bobbie — Corporate Controller.** Mr. Bobbie came to us from London, Ontario, and took over the responsibilities of the Controller's Office November 1981. He joins Famous after eight years' service with a Trust Company in London where he held increasingly senior positions in the financial, treasury and general management functions. Prior to that, he worked for an international firm of Chartered Accountants.



*Keith Brennenstuhl*

**Keith Brennenstuhl — Secretary of the Company.** Mr. Brennenstuhl joined the company in the Spring of 1977. Prior to his appointment as Secretary of the Company, he was Legal Counsel to Famous Players Limited under the direction of Mr. Pilon who will retain the responsibilities of Vice-President and General Counsel of the Company.

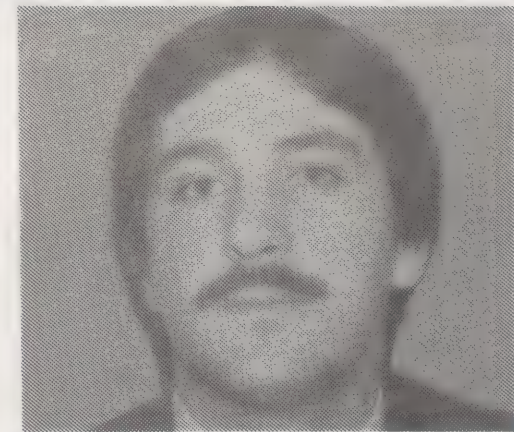


*Douglas Lawless*

**Douglas Lawless — Manager, Banking and Cash.** Mr. Lawless has been promoted to the position of Manager, Banking and Cash from his former position as Supervisor, Cash Management. He has been with Famous Players and its

predecessor companies for over 33 years, serving in a variety of financial and accounting positions. He and his capable staff are responsible for the management and control of our hundreds of bank accounts and for monitoring our sophisticated cash aggregation banking system. He also forecasts cash flows for senior management and for our parent company, Gulf & Western Industries, Inc.

**Tom Noitsis — Manager, Property Services.** Mr. Noitsis has been with the company since August 1978. He held the position of Property Manager in the Real Estate Department of Famous Players prior to the incorporation of the newly-formed



*Tom Noitsis*

Famous Players Realty Limited. As Manager, Building & Property Services for Famous Players, all matters relating to rental properties across the country, as well as to Head Office, are his responsibility.

*continued on next page*



## Famous Players Appointments

*continued*

**Belen Croutch — Manager, Corporate Accounting.** Prior to joining us Mrs. Croutch was Division Controller, International Operations for the Associates Corporation of North America in Dallas, Texas. Before her posting to Dallas, Belen was Assistant Controller of Associates Capital Corporation of Toronto with responsibilities which included accounting, budgeting, and head office administration.

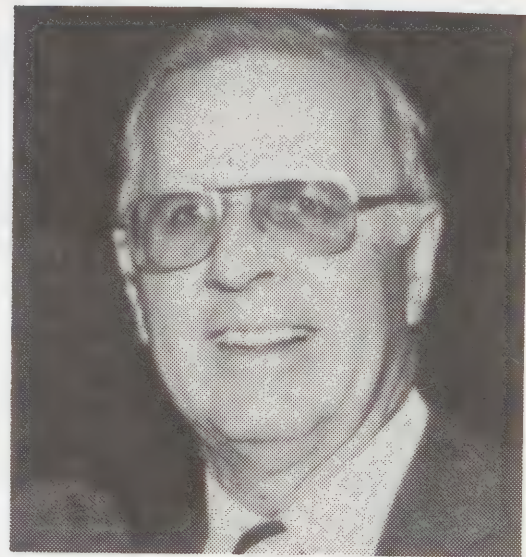
Belen is a chartered accountant, having articulated with Price, Waterhouse & Co. in Toronto. She



*Belen Croutch*

also has had experience as an accountant with the Canadian Imperial Bank of Commerce.

## Appointment Theatre Confections Ltd.



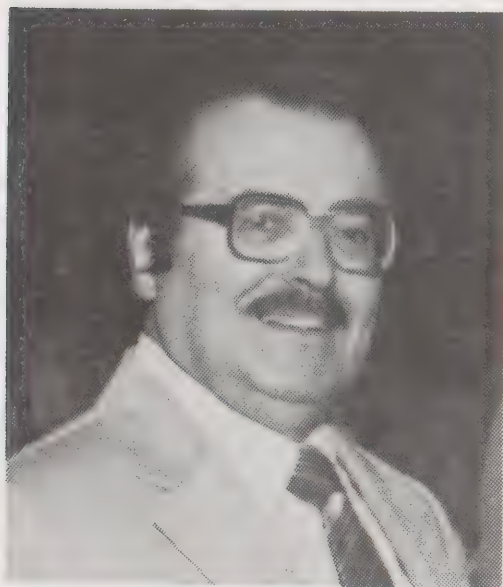
*Mr. Alan Youngson*

**Mr. Alan Youngson — Manager, Operations, Theatre Confections Limited.** This newly-created position reflects the increase in volume of activity in confection sales in theatres due to the opening of new locations. It also reflects the rapid increase in investment by our company in amusement machines (both in arcades and in our theatres), as well as in the remote controlled boats and cars.

Alan joined the accounting department of Theatre Confections Limited in 1949 under then Chief Accountant, Ralph Shaw. He then took over as Chief Accountant in 1960 when Ralph left Theatre Confections to join General Sound.

Alan's extensive experience in the financial area of Theatre Confections Limited will provide valuable assistance to TCL management and we wish him good luck in his new position.

## Cinemas Unis Inc. Appointments



*John Sperdakos*

**John Sperdakos — Senior Vice-President.** Mr. Sperdakos joined the company in May, 1934, as an usher and during the ensuing years gained a wide knowledge of theatre operation. He was manager of the Monkland and finally the Regent theatre prior to his transfer in 1947 to the Advertising Department of the Montreal Office. Then in 1967 he was appointed Director of Advertising and Publicity.

Prior to his most recent appointment as Senior Vice-President, Mr. Sperdakos was appointed Vice-President Advertising and Publicity in 1973, and appointed to the Board of Directors in January, 1980.



*John Xinos*

**John Xinos — Vice President and Director of Programming.** Mr. Xinos joined the company in 1961 as an usher at the Snowdon Theatre. In 1964 he became manager of the Outremont Theatre and has held managerial positions in many other cinemas including a stint at the Dollard Drive-In. An efficient and dedicated manager, he gained extensive experience in all phases of theatre operation and became a district manager in 1980.

Mr. Xinos became booker for the Province of Quebec in June, 1981, and was appointed to his present position of Vice-President and Director of Programming in December.

## Convention '82... now '83

Mr. George P. Destounis announces the Convention in Toronto, slated for September of this year, has been postponed to the Spring of 1983.

More Convention news will be forthcoming in future issues.





*Our lunch room lady, Sheila Dutka, prepares for the anniversary celebrants.*

## It Seems Like Only Yesterday

### New Head Office Building One Year Old

November 17, 1981, was the first anniversary of our big move from 130 Bloor St. West into our spacious new Famous Players building at 146 Bloor West.

The ensuing 12 months saw many changes and departmental shifts before we finally settled in: Theatre Operations moved from the sixth to the fourth floor; Purchasing and Construction moved from the sixth to the third — as did Theatre Confections. The newly-formed company, Famous Players Realty now occupies the sixth floor, and the E.D.P. Department has been expanded to accommodate a new and larger computer.

Our many visitors during the year were greatly impressed with our new quarters and, in spite of the many internal changes, we are pretty proud of them too.

An informal celebration was held to mark the occasion with all employees paying a longer-than-usual visit to the lunch room on the concourse level to partake of the monster anniversary cake. Unfortunately only a few of the photographs taken were sharp enough to be reproduced, but we did get these few of printable quality as a record of the event.



*Building Superintendent, Pat O'Sullivan, facing camera, lines up the eager cake eaters while Carolyn Braunlich and Elly Weinhold serve. Lined-up for the goodies are Gay Spooner (back to camera), Tom Dodd and John Longden, all of the Art Department.*

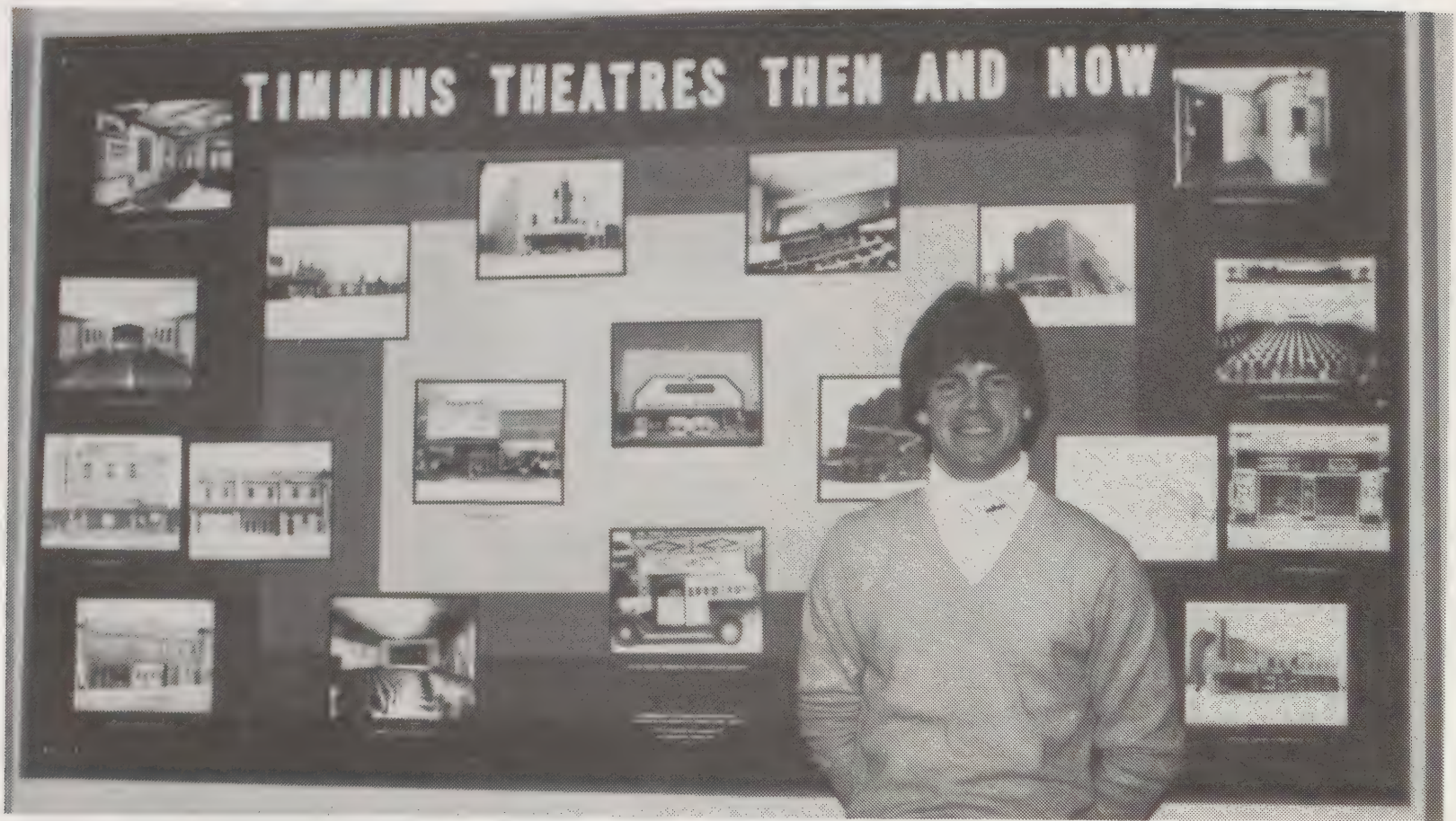


*Eastern Ontario District Manager, Verd Marriott, has a good explanation for his two pieces of cake. Heading in the other direction with a similar burden is Roy Dawe of the mail room.*



*Secretary, Joan McCulloch, walks away sweetly with her load. Antoine Garobedian of Accounting didn't do badly either.*





Marc Begin standing in front of his Timmins Mini Museum display

## A Mini Museum

Marc Begin, while working as an usher at the victory Theatre in Timmins, Ont., created a most interesting and effective lobby display featuring all of the theatres that operated in Timmins. The display boasts photographs of the theatres in their heyday, and their present use today.

Marc used tonal shades of grey to bring out the detail of the vintage black and white photographs and, brother, did it ever turn out well! He had a free hand to create the display as he wished, and we feel you must agree, he certainly is multi-talented.

The public has been fascinated by this display since its debut last August, and anything that creates interest in theatres is certainly good for the Victory as well.

David Dymond, the manager obtained the pictures from Hubert Laureyssens of the drafting department, and would like to extend thanks for such excellent cooperation. The display features the following theatres in chronological order: Goldfields, New Empire, Palace, Cartier, Broadway and the Victory. All of these theatres were part of the Famous Players circuit, through our associates, Timmins Theatres Limited.





# Seniors Hosted by Staffs of Downsview Cinemas, and Games Arcade

Manageress **Gloria Denaro** and staffs of both the Downsview Cinemas and Games Arcade, Sackville, Nova Scotia, put great effort into bringing some Christmas cheer to a group of local Senior Citizens this past December.

In order to throw a Senior Citizens' Christmas party they first obtained permission to use the large Mall Administration office on December 16. Then they decided to hold a flea market to raise some funds for gifts for the Seniors. Members of the staffs pitched in and baked cookies, pies, cakes and even bread for the sale; some brought handknitted goods and others so-called "junk" items from around the house. The proceeds amounted to approximately \$135.00!

On the night of the party members of the staffs again provided all sorts of homemade goodies including a huge cake shaped in the form of a horseshoe; trays of cold cuts were provided out of the Merchants Association Fund and of course there were gallons of tea and coffee.

When approximately 70 Seniors turned up for the party, members of the staffs were amply rewarded to see the delight on their faces at the sight that met them — a lovely table with an abundance of homemade eats and a huge punch bowl filled with egg nog. Gloria says there was a terrific run on the egg nog which she had to keep replenishing — could it be that there was a little extra 'punch' injected into the punch bowl?

As each Senior left the party, they were handed a gift of either a basket of fruit or a box of candy or chocolate. The gifts were wrapped and decorated with ribbons — all provided by the members of the staffs.

Congratulations are in order for the terrific team spirit at the Downsview Cinemas and Games Arcade.



*Helping to place very special guests for a free movie in the Kent Cinema I, Bathurst, are, centre aisle from left: FP Mgr. Bill Woodworth; Bathurst Lions' Club President Glynn McDonald, Director Omer Melanson and club member Les Somers.*

## Special Free Movie Enjoyed at Kent Cinemas, Bathurst, N.B.

A free movie was held for the handicapped of the Bathurst area in the Kent Cinema I on December 14, 1981. The feature film "Run For Your Life Charlie Brown" was shown for students of Flowers of Hope School, attendants at the Bass River Adult Workshop and students in the special education class at Sacred Heart School.

The entertainment was jointly organized by the Bathurst Lions' Club and by management of the Kent Cinemas. Famous Players Maritime booker, Pat McIntyre, ar-

ranged for the film to be available and pop was distributed with compliments of Cassidy's Beverages the local Pepsi bottler.

Manager **William (Bill) Woodworth** wasn't quite sure how the audience would react as this was the first time in a theatre for most of them. But everything went extremely well and the entire group thoroughly enjoyed their outing.

## coming attractions

All you ever wanted to know about Canadian Picture Pioneers! Our next issue will feature an interview with C.P.P. President, Jack Bernstein, and an in-depth story on this great movie industry organization and its benevolent work.



# managers' corner

Managers! We want to hear from you. Please address items for this column to the "Managers' Corner," FAMOUS NEWS.

## Managers on the Move:

### *Recent transfers — and promotions*

The following managerial changes took place in the Vancouver area:

**Doug Smith** from the Stanley to the Capitol Six.

**Cliff Gallant** from the Capitol Six to the Lougheed Mall Cinemas in Burnaby.

**Gordon McLeod** from the Vancouver Centre Cinemas to Richmond Square Cinemas.

**Edo Boersma** from Richmond Square Cinemas to the Stanley Theatre.

**Miss Chris Orford**, formerly Assistant Manageress at the Capitol, London, is now Manageress of the Mall Theatre in London.

**Ralph F. MacIntosh** is the newly appointed manager of the Chinook Theatre, Calgary, Alberta.

**Sandy Boyle**, manager of the Paramount, Saint John, N.B., moves to the Toronto area February 22 to take up his duties as manager of the new Markville 4 Cinemas opening March 19, 1982, in Markham, Ontario.

**Vince Doucette**, manager of the Penhorn Cinemas, Dartmouth, N.S., moves to the Paramount, Saint John.

## A Very Profitable Rental at Square One Cinemas, Mississauga, Ontario

About 450 boys and girls were treated to a screening of the Famous Players' feature "Kelly" at our Square One Cinemas in Mississauga December 15, 1981.

The City of Mississauga, in conjunction with their Peel Regional Police, rented Cinema 4 for the screening to thank the boys and girls for their help in maintaining order on the school buses. In addition, they distributed 650 One Dollar Gift Certificates to the kids as some of them were unable to attend the free screening. (Manager **Jack Boddam** reports the confection counter netted \$605.00; theatre rental

amounted to \$400.00; plus the \$650.00 in Gift Certificates for a total take of \$1,655.00.)

In addition, the well-known wrestler Lord Athol Layton spoke to the boys and girls about the devastating effects that drugs can have on their lives.

On behalf of the Mayor of Mississauga, his representative thanked the children for their fine efforts.

The following C.S.R. closing dates mark the fourth quarter of the '81-82 fiscal year and serve as a reminder to all theatre managers to complete reports by the end of the specified periods:

Date of report:	
April 8	(2 weeks)
April 22	(2 weeks)
May 6	(2 weeks)
<b>May 27</b>	<b>(3 weeks)</b>
June 10	(2 weeks)
<b>July 1</b>	<b>(3 weeks)</b>

## Don't read this if you didn't spot our three little goofs in the November/December issue of Famous News.

**Page 6 -  
New Fourplex  
Opens  
in Quebec City**

**Cinemas Les Galeries de la Capital  
(sic)**

We really should have known better and not left the 'e' off **la Capitale**. We do apologize because we were taught, over, and over, and over again: "la plume de ma tante et le crayon de mon oncle."

**Page 10 - managers' corner  
Managers on the Move**

We don't know how on earth **Rick Dennis** managed to move from the Paramount in Edmonton to 'Edmonton.' Sorry, Rick, we should have said from the Paramount to the Westmount in Edmonton.

**Page 18 - famous 'people'  
Atlantic Motion Picture Exhibitors  
aid Moncton youngster**

An apology to **Keir Colpitt**. Our article opened with the misnomer 'Keith' Colpitt, but, thankfully, Keir was given his correct name throughout the rest of the article.



# famous 'people'



*Fred Varlow receives a Motion Picture Theatre Association of Alberta Award from F.P. District Manager Brian Holberton.*

## Frederick (Fred) S. Varlow Honoured by Motion Picture Theatre Association

Mr. Fred Varlow, a retired employee of over 50 years' service with Famous Players Limited, was recently honoured for his outstanding achievement and contribution to the movie industry by the Motion Picture Theatre Association of Alberta.

The award was presented to Fred by F.P. District Manager Brian Holberton who is President of the Alberta Branch of the M.P.T.A. at their 1981 Annual Convention held in the Jasper Park Lodge, Jasper, Alberta.

Fred joined Famous Players in 1926 at the age of 14 when he was hired by Mr. Walter Wilson who was then manager of the Capitol Theatre in Edmonton. And for many years the work history of Walter and Fred was linked together. They both spent one year at the Pantages Theatre but returned to the Capitol in 1929. In 1952 they opened Famous Players' new "Flagship" theatre in Edmonton — the Paramount. In late 1952 Fred took over as manager of the Garneau and later spent some time as manager of the Empress. But by

1957 he was, once again, at his old familiar home, the Capitol, Edmonton, where he remained as manager for 15 years until its demolition in 1972. He then returned once more to the Garneau. On May 1, 1977, during his 51st year in the motion picture industry, Fred Varlow retired from the Garneau Theatre in Edmonton.

Fred married a young lady by the name of Pearl Parlee in 1932. They have two children; daughter Maureen lives in Edmonton and has seven children, and son Wayne lives in Toronto and has two children. In July 1981, Maureen became a grandmother to a baby boy and so Fred and Pearl now proudly boast not only nine grandchildren but one great grandchild as well.

## Congratulations to Young 80-year-old Andy Pruss

Our belated birthday wishes to Andy Pruss, doorman at the Empire Theatre in Sudbury. Andy celebrated his 80th birthday on December 9 and word is that he is still going strong. Andy also celebrated ten years with Famous Players as he joined the company in 1971.

## A 20th Wedding Anniversary in Sudbury, Ontario

Congratulations are in order for George Clarke, Manager of the City Centre Cinemas in Sudbury and his wife Ingrid. George and Ingrid celebrated 20 years of wedded bliss December 29, 1981.

## Wedding Bells Are in the Air

Don Perriard, Manager of the Algoma Theatre in Sudbury, Ontario, and Karen Woods, part-time employee at the Empire in Sudbury are planning a July wedding. No doubt we'll hear more about this Famous romance and, hopefully, have some photos to publish of the wedding in our July/August issue of the magazine.

## personal info

## Wedding Bells in Chatham, Ontario

Lori Siddall and Ron Regrier were favored with a beautiful sunny day on the occasion of their wed-

Lori has been employed as a cashier with Famous for about five years. She started at the Centre Theatre and is now at the Capitol, Chatham. Lori is also a full time student at St. Clair's College where she is studying to be a mental retardation counsellor.

## We Want To Hear All the News From the Field

Please note that all contributions for publication in Famous News (i.e. letters, photos, etc.), should be submitted directly to the Editor, Famous News, 146 Bloor St. W., Toronto, Ontario. M5S 1P3. It is not necessary to submit contributions through the respective District Offices.



## personal info

### Recent Head Office Wedding

Sharon Paradis, head office E.D.P. programmer was married to

The bride and groom enjoyed a three-week honeymoon commencing in Sharon's hometown of Melville, Saskatchewan, where they arrived in time to spend Christmas with Sharon's mother. Then followed a leisurely tour of North and South Dakota, Colorado and finally Wyoming before heading home to key-in at their respective places of employment.

No, this wasn't a computer-arranged marriage, but Sharon and Bob are certainly well matched and we wish them much happiness.

### An Engagement and Wedding Plans in Montreal

Lourdes Rodrigues, cashier and office assistant, Cinemas La Cite in Montreal, became engaged to Jean

### Golden Wedding Anniversary in North Bay, Ontario

Don Dickerson, manager of the Capitol Theatre, North Bay, along with his sister, Dorothy Lecjaks and two brothers, George and David, hosted a reception January 23 honouring their parents, Jim and Edith, on their 50th Wedding Anniversary.

Friends and relatives from as far away as Hamilton, Ontario, were in attendance at the Royal Canadian Legion Hall in Powassan where the reception was held.

Cards of congratulations were received from the office of Prime Minister Pierre Trudeau, Premier Bill Davis and civic officials in the North Bay area.

### 40 Years of Wedded Bliss in Hamilton, Ontario

Congratulations are in order for Calvin and Florence Airth who celebrated their 40th wedding anniversary January 3. Florence and Calvin were married in the Basilica of Christ the King January 3, 1942 in Hamilton. They have two married sons, Ronald and Dennis, and are the proud grandparents of Tony and Lisa.

For the past 28 years Florence has acted as cashier and relief manager at the Cinema in Hamilton. Hubby Calvin is now retired from Westinghouse Canada.

### Get Well Wishes to Retiree John Millar in Hamilton, Ontario

Mr. John Millar, a long-time Famous Players theatre manager has been ill and in St. Joseph's Hospital recently. John served as manager in several cities in Ontario including Napanee and Orillia before moving to Hamilton in 1961 where he managed The Cinema and later the Century Theatre prior to his retirement in 1976.

The good news is that John is recuperating nicely at home and we send our best wishes for a full and speedy recovery.

*The following letter was received by Mr. Alan Bell, V.P. & Gen. Mgr./Maritimes, from a patron who had a delightful experience while visiting the Penhorn Cinemas in Dartmouth, N.S.*

Dear Mr. Bell:

Thank you - your obviously well trained staff at the Penhorn Mall theatres must be congratulated.

This note refers to a very conscientious person on your theatre staff, **Barry Hayes**. (I asked for his name before leaving.) Last evening we took our seven-year-old to see Cinderella. After entering a very tidy lobby, our young fellow proceeded to spill a full container of popcorn. Embarrassing! Until young Mr. Hayes, within seconds, appeared with a fresh popcorn and a young lady to sweep up the mess. All this was done in a very pleasant manner.

While this may seem trivial to some, to us it was a delight to experience this kind of attention and service.

Overall your theatre was spotless, your staff neat and courteous. Yes, people do notice.

If Penhorn's operation is representative of all your theatres - then we are Famous Players' fans.

Yours very truly,  
E. Robichaud  
Halifax Co., N.S.

*N.B. The following excerpt is taken from a memo from Alan Bell to Penhorn Cinemas Manager, Vince Doucette:*

*"The time and effort on your part to train the staff to look after our patrons' interest has paid off, and you will note the last paragraph in E. Robichaud's letter where some of your glory may rub off on some of the other Famous houses. Well done!"*

### Calling All Contributors to Famous News

Material for publication in the March/April issue of Famous News should reach head office no later than March 5. Material received after that date, if suitable, will be held for publication in the next issue.



# Obituaries

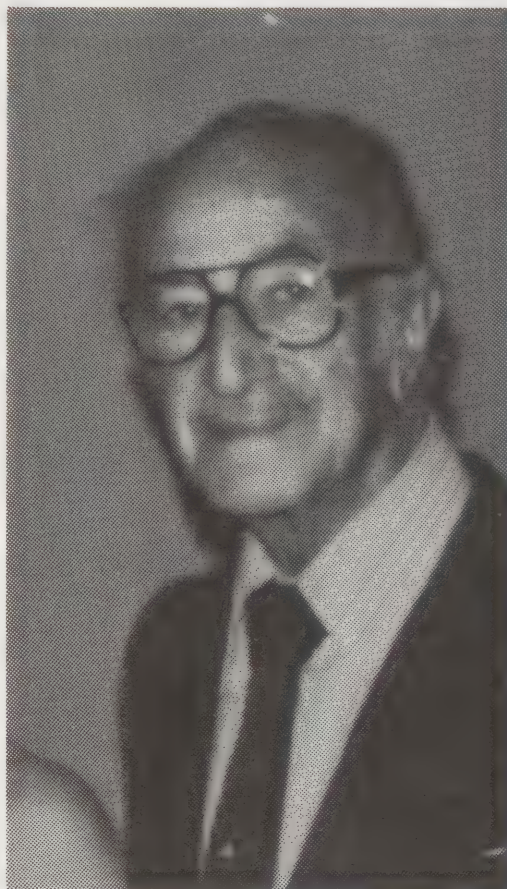
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## Leonard Bishop

Len Bishop died suddenly of a heart attack at age 82 on Sunday, January 3, while visiting his much-beloved Hollywood Cinemas in Toronto.

Somehow it seems fitting that we should publish a photo of Len who, over the years, brought his camera to every function associated with the movie industry. In his own inimitable fashion he captured on film the joy of many happy occasions celebrated by Famous Players; The Picture Pioneers; Variety Club and Toronto Theatre Managers Association to name but a few.

Affectionately known as "Bish" throughout the industry, he was recognized as "Mr. Showbiz" because of his excellent promotional and public relations work. At one time he had his own weekly radio program in Hamilton, Ontario and he enjoyed a special relationship in Toronto with CFRB's irascible Gordon Sinclair among many others in the media.



Leonard Bishop

Len joined Famous Players December 1920. He managed many important theatres across Canada and served quite frequently as a "trouble-shooter." In Toronto he worked at the old Shea's and Tivoli theatres, among others, before his appointment to the Hollywood.

Len was honoured as Pioneer of the Year in 1969 by the Canadian Picture Pioneers and was a Past President of that association. One of the memorable highlights of his career was the Quigley Award for Showman of the Year he received for his innovative promotion of the film "Mary Poppins."

Bish was truly a gentleman of the old school. His dapper, gracious presence will be sadly missed by a great number of his friends and associates in the motion picture industry.

Our deepest sympathy to his wife, June, and the family.

---

## P.R. (Ted Hayes)

Ted Hayes, retired General Sound employee, passed away Thursday, December 31, 1981, in Mississauga of a stroke in his 83rd year. Ted is survived by his wife Nan; son Ian and his wife Marjorie; daughter Sheila and her husband George and nine grandchildren.

Ted was one of the true pioneers in sound-picture equipment business in Canada. He joined Northern Electric's Research Products Department in 1929 just at the time sounds hit motion picture screens and he serviced sound equipment until just prior to World War II. He then took on a chore for the Canadian Government working on radar installations in northern Canada.

After the war, Ted came to General Theatre Supply Company in 1942 and served for 22 years in a sales capacity until his retirement in 1969.

Ted often dropped in at General Sound during his retirement years and was always happy and full of pep. All enjoyed chatting with him about the old and current state of the industry, especially the new innovations.

Ted's friends at General Sound, and many others, will sorely miss him.

## TURN AGAIN TO LIFE

If I should die and leave you  
here a while,  
Be not like others, sore undone,  
who keep  
Long vigil by the silent  
dust and weep.  
For my sake turn again  
to life and smile,  
Nerving thy heart and trembling  
hand to do  
That which will comfort other  
souls than thine;  
Complete these dear unfinished  
tasks of mine,  
And I, perchance, may therein  
comfort you.

MARY LEE HALL



# the product picture

In this column, we bring you information on current and upcoming products. Release dates given are for Toronto.

## Shoot The Moon

(MGM/  
United Artists)

January 22 - Major keys

February 19 - General release

"Shoot The Moon" is a story of love and a family that has grown apart but has not yet severed the bond. Albert Finney and Diane Keaton star as a married couple with four school-age daughters, who, after fifteen years of marriage have reached a breaking point in their relationship. "Shoot The Moon" begins on the eve of the family's dissolution, and stays with the family during the trying period of separation, realization and change. It is the story of a splintered family that can't fall out of love, pitting itself against the currents of time and change. Alan Parker directs this powerful drama



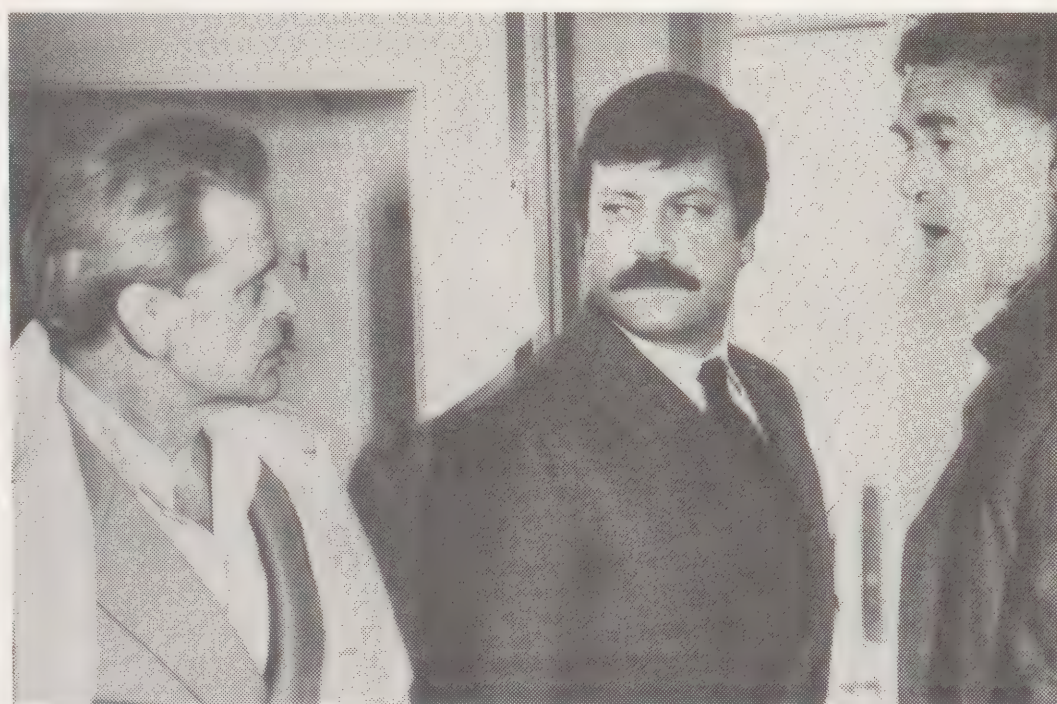
Albert Finney, Diane Keaton and brood in the MGM/UA release, "Shoot The Moon" an Alan Parker film.

## Venom (Paramount)

January 29 - General release

This suspense/terror movie in the Hitchcock vein begins with the kidnapping of a 10-year-old boy, held hostage in his parents' London townhouse. Police surround the house in a classic stand-off. But inside, a deadly black mamba snake has escaped from its cage... travelling from room to room in the ventilation ducts, adding the element of terror to the suspense-charged story.

The cast is headed by Sterling Hayden, Sarah Miles, Oliver Reed, Klaus Kinski, Nicol Williamson and Susan George. Directed by Piers Haggard and produced by Martin Bregman whose impressive credentials include "Serpico", "Dog Day Afternoon" and "The Four Seasons".



Klaus Kinski, Oliver Reed and Sterling Hayden are three of the stars in the impressive international cast appearing in "Venom" a suspense thriller from Paramount Pictures.



## Personal Best (Warner Bros.)

February 5 - Toronto only

February 19 - General Release

"Personal Best" is about four years in the lives of two female athletes, played by Mariel Hemingway and Patrice Donnelly, who meet as strangers at the 1976 Olympic trials. They become friends, lovers and ultimately competitors facing each other at the 1980 Olympic trials.

Their coach, played by Scott Glen, is a domineering figure who goads them into challenging each other — always trying to guess how his demands for excellence on the track are best served; by their being in each other's bed or at each other's throat.

Theirs is a relationship that baffles teammates, coaches and most of all each other.

Written, produced and directed by Robert Towne



Rae Dawn Chong and Everett McGill share a tender moment that illustrates the primitive beginnings of human emotion in 20th Century-Fox's "Quest for Fire" the epic adventure of man's quest for the life-sustaining element of fire 80,000 years ago.

## Lookin' To Get Out (Paramount)

February 5 - General Release

In "Lookin' To Get Out" Director Hal Ashby has made a rich human comedy about two chancy New York street talkers ready for their big Las Vegas gamble.

This film also expands the scope of Academy Award winner Jon Voight's talents. He co-wrote the script; his company, with partner Robert Schaffel, co-produced the film, and he stars with Ann Margret and Burt Young in his first major comedy role.

## Night Crossing (Disney/Paramount)

February 5 - General Release

A suspense drama starring John Hurt, Jane Alexander, Beau Bridges and Glynnis O'Connor. Produced by Tom Leetch. Directed by Delbert Mann.

A well made entry into the adult market for the Walt Disney studio.

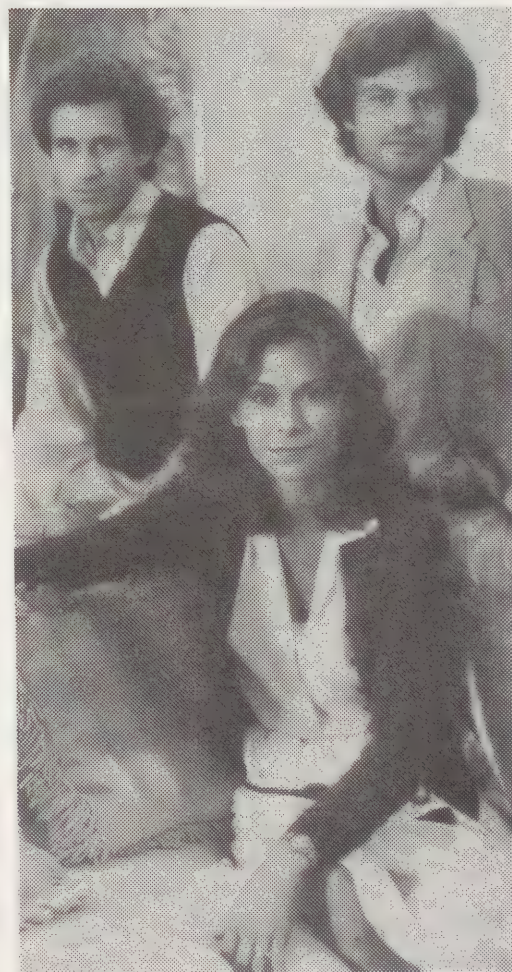
## Quest For Fire (Fox)

February 12 - Toronto, Montreal  
70 mm pre-release

March 5 - Major keys, 70 mm

March 19 - General Release, 35 mm

The spectacular science-fantasy adventure, "Quest For Fire" brings



Michael Ontkean (left), Kate Jackson and Harry Hamlin star as three young people who emerge from a crossfire of emotion, with a new understanding of their needs and identities in 20th Century-Fox's "Making Love".

man back to the very beginning of his existence — when rival tribes clashed in a life-and-death struggle for the possession of fire.

A story of love, friendship, rivalries, joys and sorrows which occurred 80,000 years ago, it transcends languages and nationalities and speaks to the deepest human experience.

This 12 million-dollar Canada-France co-production was produced by the Montreal-based International Cinema Corporation (headed by John Kemeny and Denis Heroux) and directed by Jean-Jacques Annaud, whose first feature, "Black and White in Color" won the 1978 Academy Award for Best Foreign Language Film.

## Making Love (Fox)

February 12 - General Release

"Making Love" is a love story different from any other ever produced.

Claire (Kate Jackson) and Zack Elliott (Michael Ontkean) appear to have the perfect marriage. They seem to be fulfilled in their personal lives and careers. Claire is a highly respected network television ex-

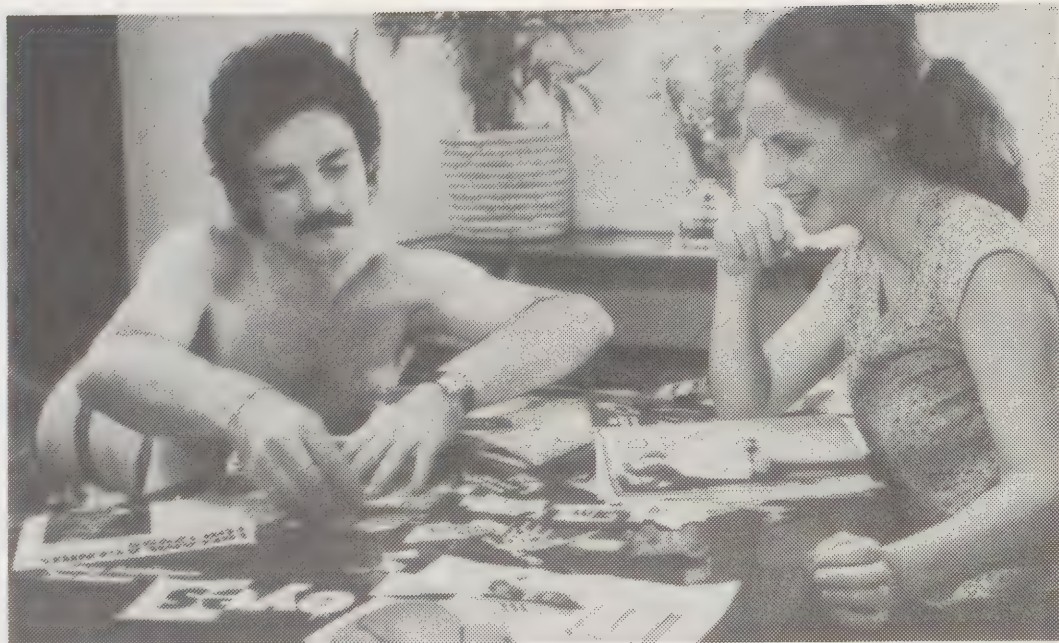


ecutive; Zack is a doctor who is skilled, sensitive and caring.

Bart McGuire (Harry Hamlin) is a talented novelist whose work is the most important thing in his life. The relationships he chooses are casual and undemanding — until he becomes involved with Zack.

The story deals with the couples courage in facing the truth about their lives when Zack discovers he is attracted to another man after eight years of marriage to a woman he loves.

Produced by Allen Adler and Daniel Melnick, the screenplay was written by Barry Sandler, based on a story by A. Scott Berg. Arthur Hiller is the Director.



Burton Cummings co-stars with Glynnis O'Connor in "Melanie", a 20th Century-Fox release.

### **Cannery Row** (MGM/United Artists)

*February 12 - General Release*

John Steinbeck's characters created their own crazy lifestyle in the deserted canneries of Monterey, California.

There was 'Doc', the free-spirited, fun-loving marine biologist who gave up baseball to fish for frogs, and Suzy, the newcomer to the world's oldest profession, who was too much of a lady to make it as a hooker. Plus a street full of unforgettable drifters, dreamers, dropouts and derelicts. They bring the spirit of Steinbeck's colorful world to the screen in an irresistible, irascible love story.

"Cannery Row" marks a reunion of producer Michael Phillips and writer-director David S. Ward, whose earlier collaboration on "The Sting" resulted in seven Oscars, including 'Best Picture of the Year'. Its co-stars are Nick Nolte, in his lustiest role yet, and Debra Winger, the irresistible beauty of "Urban Cowboy".

### **Melanie** (Fox)

*February 19th - General Release*

Shot in Toronto and Los Angeles last year, "Melanie" is the poignant story of an illiterate young woman whose husband returns home from the army and decides Melanie's illiteracy prevents her from being a fit mother for their son. He abducts the boy and brings him to an army base in California.

In pursuit of her stolen child, Melanie meets Burton Cummings who falls in love with her and helps



Realizing her drug problem has gotten out of control, Jill Clayburgh seeks comfort from her lover Nicol Williamson in Paramount Pictures' "I'm Dancing As Fast As I Can".

her overcome her illiteracy thereby gaining custody of her little boy.

Cummings co-stars in the Canadian production with Glynnis O'Connor in the title role; others in the cast include Paul Sorvino, Trudy Young and Don Johnson.

Produced by Peter Simpson and directed by Rex Bromfield, with original music composed and performed by Burton Cummings.

### **It Came From Hollywood** (Paramount)

*March 5 - General Release*

This is a hilarious compilation of the most incredible scenes from the most outlandish movies ever made. Films such as Hollywood's first all-midget musical western, "The Ter-

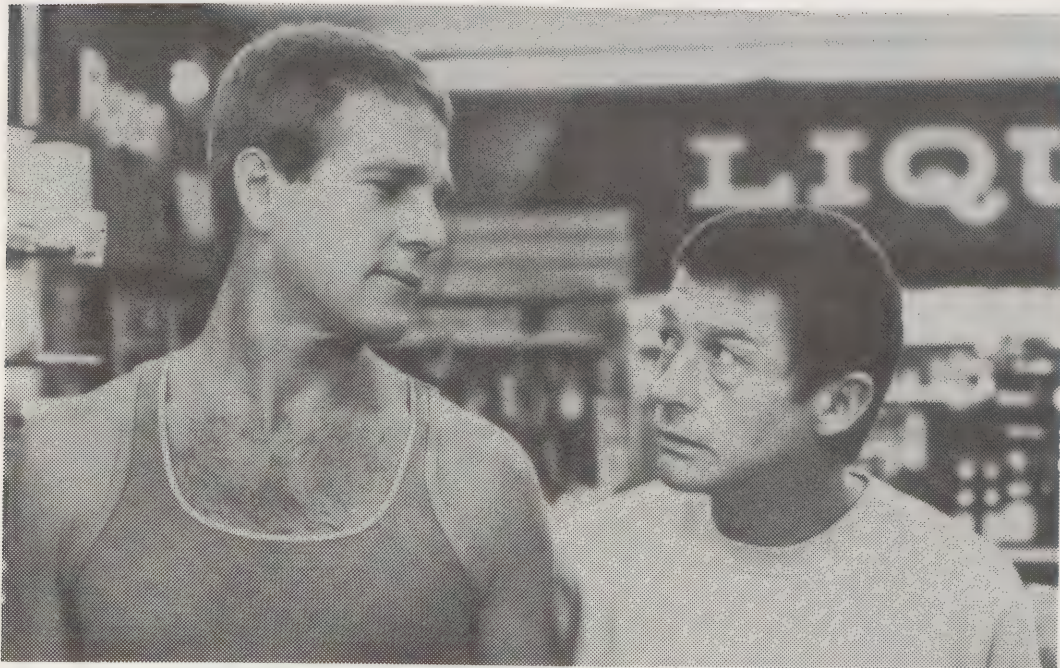
ror of Tiny Town" or the first transvestite exploitation saga, "Glen and Glenda" wherein mad scientist Bela Lugosi attempts to sort out the boys from the girls when the Creator goofs. Atlas Rises! Civilizations Crumble! Creatures Stalk! Dinosaurs Duel! Gladiators Clash! Earth Battles Flying Saucers! Good Girls Turn Bad! Bad Girls Turn Worse! You name it and you've got it in "It Came From Hollywood", a movie that assaults the senses and staggers the imagination.

### **Pandemonium** (MGM/United Artists)

*March 5 - General Release*

Tom Smothers' zany brand of humour sets the style for this





Ryan O'Neal and John Hurt are the mismatched police officers forced to live together as a gay couple to investigate an unsolved murder in Paramount Pictures' offbeat comedy, "Partners".

hilarious spoof of horror movies. Original title was "Thursday the 12th" - in itself a spoof of recent horror titles.

### **Robin Hood** (Disney/Paramount)

*March 19 - General Release*

A Walt Disney animated feature with the voice talents of: Roger Miller, Phil Harris, Pat Buttram, Andy Devine, George Lindsey, Peter Ustinov, Terry Thomas, Brian Bedford and Monica Evans. Ideal release for the school break.

### **I'm Dancing As Fast As I Can** (Paramount)

*March 19 - General Release*

A harrowing tale based on Barbara Gordon's best-selling autobiography, which dramatically details her growing dependence on drugs, her abrupt withdrawal, and her struggle to rid herself of the need to take tranquilizers to face the stress-provoking situations of her life. Jill Clayburgh stars as Barbara Gordon. Nicol Williamson portrays Derek, the man who loves her. Danial Stern portrays a young patient in a mental institution, and Geraldine Page plays a woman whose impending death from cancer causes Gordon to examine her own life more closely.

The film was directed by Jack Hofsiss and co-produced by Edgar

Scherick and Scott Rudin. It was filmed in New York City and Hollywood.

### **Victor/Victoria** (MGM/United Artists)

*March 19 - Major keys*

*April 2 - General Release*

Julie Andrews plays the title role(s) as "Victor/Victoria" in Blake Edward's newest sophisticated comedy set in the cabarets of France in the 1930s. James Garner falls for Victoria but later has his doubts that she's a girl when he sees her perform as Victor. Robert Preston co-stars.

### **Death Trap** (Warner Bros.)

*March 19 - General Release*

Murder takes some strange twists in this mystery comedy starring Michael Caine, Christopher Reeve, Dyan Cannon and Irene Worth.

### **I Ought To Be In Pictures** (Fox)

*March 26 - General Release*

Author Producer Neil Simon and Director Herbert Ross, whose previous joint efforts won Academy Awards for "The Sunshine Boys," "The Goodbye Girl" and "California Suite" reunite for a heart-warming comedy based on Simon's current Broadway smash.

Walter Matthau plays a Holly-

wood screenwriter who becomes reacquainted with his daughter whom he hasn't seen since his marriage broke up 18 years earlier.

Cast includes Ann-Margret and Dinah Manoff.

### **Partners** (Paramount)

*April 2 - General Release*

"Partners" is an offbeat comedy about two men — Ryan O'Neal and John Hurt — caught in a game they don't want to play. O'Neal is a handsome, unflappable, self-avowed ladies man. Hurt is a lonely, introverted clerical worker who has "certain tendencies" he doesn't completely understand. Both are policemen.

When a young gay is murdered and six months later his killer remains at large, the L.A. Police Dept. is being pressured to solve the case. O'Neal and Hurt are recruited to infiltrate the gay community by living together posing as a gay couple.

Thus the stage is set for "Partners", a film that is at once a comedy, a mystery and in the words of the screenwriter, "a portrait of two men expanding their horizons."

It is produced by Aaron Russo and directed by TV Director James Burrows.

### **Clash Of The Titans** (MGM/United Artists)

*April 9 - General Release*

*Re-released for the Easter family trade.*

### **Fantasia** (Disney/Paramount)

*April 9 - Major keys only*

The perennially popular Walt Disney classic returns for selected Easter playdates.

### **Soup For One** (Warner Bros.)

*April 9 - Toronto only*

Saul Rubinek stars in this contemporary comedy about single life and a young man in search of his dream girl. He finds her and then the fun begins as he must come to grips with old fashioned ideas in today's society. Produced by Marvin Worth and directed by Jonathan Kaufer.





A great bunch from our Advertising Dept., kneeling, clockwise: Sarah Palmer; Tom Dodd; Don Watts; Gay Spooner and standing, left: Doug Pinder and Ross Chapman.



Hamming it up for the camera are three attractive ladies from F.P. Realty, from left: Marlene Brown; Paula Spencer and Vicki Vecchiarelli.



Dave Bambrough and Dale Stark, Accounting strut their stuff to the sound of music.

## Head Office Christmas Party 1981



Gentlemen, please! Doug Lawless, Mgr. Banking & Cash (left), and Harry Green, Director/Personnel (right), enjoy Supervisor Proj/Sound, Bill Cardinell's discomfort as Barbara Towndrow, Gulf & Western, wants to rest her tired feet and Liz Shropshall, Personnel, looks on.

The annual Christmas party for Head Office staff on December 17 in the Manulife Building, once again, got the holiday season away to a fine start - thanks to the efforts of Liz Shropshall and Harry Green of the Personnel Dept., for bringing it all about.

The buffet table groaned with delicious hot and cold food which was demolished in short order. There was lots of Christmas 'cheer' and everyone enjoyed the evening - especially those who danced into the wee hours of the morning.



"Feast your eyes" sez Bea Tinney, E.D.P. (far right); Anne Carroll, Ass't. Sec'y. of FPL (left), and Elizabeth Pollock, Ed. Famous News.



A happy group whets their appetite, from left: William Murray, Senior V.P.; Irene Kadak, Exec. Sec'y; Ross Chapman, Advtg; and Tom Noitsis, Mgr. Property Services.



Time out for a little relaxation between dances. Facing camera from left: Anne Hazi and Doug Finn, E.D.P.; Dave Bambrough, Acct'g; Chris Gordon, Audit; Bob Price, E.D.P. With backs to camera: Suzanne Basciano, F.P. Realty (left), and Dale Stark, Acct'g.



The bottom line is - from left: Keith Brennenstuhl, Sec'y. of FPL; Russ Moffatt, Mgr. Theatre Eng/Cons; Bill Cardinell, Supervisor Proj/Sound; and Harry Green, Director of Personnel, enjoying a hearty meal.



# Famous Fetes Film Distributors

The Executive Officers of Famous Players hosted a luncheon for distributors on December 18th at the Park Plaza Hotel in Toronto.

President George Destounis welcomed the General Managers,

Bookers and Advertising/Publicity representatives of the film exchanges, together with their counterparts and various department heads of Famous' head office.

Following the luncheon, Mr. Des-

tounis thanked the distributors for their support throughout the year and was in turn thanked for the splendid luncheon by C.M.P.D.A. President, George Heiber.



*L. to R.: Herb Mathers, President Bellevue Films; George Heiber, General Manager, U.A; George Destounis; Irving Stern, General Manager Warner Bros.*



*Senior V.P. Jack Bernstein with three Famous Executive Secretaries from left: Yvonne Shank, Ellie Munro and Joan McCulloch. In the background: Phil Carlton and Aldo Maggiorotti of Warner Bros.*



*L. to R. Ray Mercurio, Executive V.P. Famous Players Realty; Marcia Zuker, Legal Counsel Famous Players Realty; William Murray, Senior V.P. Famous Players and John Bacopulos, President Famous Players Realty.*





## Famous Fetes Film Distributors

*Cliff Narbey, V.P. Finance, right, chats with Branch Managers Wayne LaForrest, Paramount, left, and Ted Hulse of 20th Century Fox.*



*F.P. booker Herb Black, centre, chats with distributors Martin Bockner, left; "Dutch" Levitt, foreground and Mike Brager.*



*F.P. booker Joe Strebinger, checks playdates with 20th-Fox General Manager Wayne Case. Between them in background is Orval Fruitman, V.P. Pan-Canadian.*



*Ad/Pub. group get-together: Shelley Schaeffer of Astral-Bellevue, left, and F.P.'s Don Watts flank Andre Beauregarde and Zinat Nuraney of 20th-Fox.*





*An all-Famous group. Seated from left: Svend Pedersen; Rita Rouleau; Dudley Dumond; Yvonne Shank; Ron Bobbie; Keith Brennenstuhl and Leslie McCarroll. From left, standing: Bill Cardinell; Mel Garcia; Mary Iacobelli; Anne Swartz; Harry Green and Elizabeth Pollock.*



*Around the table, clockwise: Doug McMaster, Prima Film; Peter Wertelecky, Ambassador; F.P. booker Patty Hilton; Dan Hall, United Artists; Lee Muir, F.P. Advertising; Mary Sinclair, Warner Bros.; and Doug Pinder, F.P. Advertising.*



*Another Famous group, clockwise: Mark Parseliunas; Dave Bam-brough; Liz Shropshall; Joe Whyte; Chris Gordon; Russ Dudley and Gene Wasik.*



*From left: Irving Stern and Phil Carlton of Warner Bros; Michael Taylor, F.P. Film Settlement; James Cameron, retired F.P. Promotions Director; Anne Carroll, F.P. Assistant Secretary; Norman "Bud" Barker, retired F.P. Advertising Director and Don Watts.*



Just after our Christmas issue had gone to press, we received promo booklets from a few of our managers on pictures which had played earlier in the year. We have acknowledged each of them with **SHOWMANSHIP CITATIONS**, but from the standpoint of timeliness, they will not be covered in detail in this issue.

### Our congratulations to these Citation winners:

**Michael Najar**, Londonderry, Edmonton for his excellent promos on "The Devil and Max Devlin," and "Going Ape."

**Jim Brega**, Capitol, Winnipeg for a novel, in-house window display and street ballyhoo on "Paternity"

**Ron New**, now at the Cornwall Centre, Regina for a dandy radio promo and street stunt publicizing his playback engagement of "Friday the 13th I & II," on a double horror bill at the Metropolitan Theatre.

To date we have not received many promos on the Christmas attractions due, no doubt, to the difficulties in making merchant and media tie-ins at that very busy time of the year when there is an absolute glut of retail advertising.

We did however, receive a note from **William Woodworth** of the Kent Cinemas in Bathurst, N.B. on a contest for newspaper carriers he worked out with his local newspaper, which netted him two FREE quarter-page ads promoting his engagement of Cinderella.

Carriers securing four new subscriptions were awarded passes to see the movie and Bill wound up with excellent double newspaper exposure for his attraction.

### Third Quarter of '81 Busy Promo Period for Centre, Chatham

**Mary Ellen Brown**, our young, energetic manager of the Centre, Chatham, and her staff kept the promotions pot boiling from mid October right through until Christmas and a good deal of free publicity and fine public relations

# showmen in action

by Don Watts

## Cult Movie Hits Chatham



**ROCKY HORROR COMING....**The staff of Centre Theatre in Chatham give the public an opportunity to see what's in store for them when they head for the theatre to view the 'Rocky Horror Picture Show' coming October 13. The audience participation cult movie will play once nightly October 13, 14 and 15. 'Rocky Horror' will be joined by 'The Rose' on a twin billing. 'The Rose' begins at 7 p.m. each night followed by the main attraction at 9:05 p.m. Theatre staff are from left, front row: Lisa Ritchie, Barry Schives and Gerry Haskell; back row: Jean Sands, Rodney Lee, Mary Ellen Brown and Luie Doferno. (Weekender photo by Andy Johnston).



resulted from their efforts.

An example of the newspaper publicity Mary Ellen obtained is shown in the newsphoto reprinted on this page which attracted plenty of local attention to her opening of "Rocky Horror Picture Show." Her campaign included radio tie-in with CFCO and a "Rocky Horror Night" costume party at Court 21 in the famed Wheels Inn. The initial three-day engagement was so successful that the picture was brought back for a two-week run.

The staff had such fun with the "Rocky Horror" costumes that they decided to go all out on Hallowe'en and entertained the kiddies in the children's ward of St. Joseph's Hospital as well as visiting many of the older patients. They not only got a great reception, but once again garnered an excellent publicity photo in the Chatham News.

In addition to these promotions, Mary Ellen was busy with special rental matinees and arranged for a personal appearance of Santa Claus prior to and during her regular Saturday matinee on December 19.

All in all, Mary Ellen, we think you have done a superb job in keeping the Centre Theatre in the 'centre' of public attention in Chatham.

Along with the CITATION we have sent you, go our congratulations to you and your very fine staff!

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*Costumes seemed to be 'in' this past Hallowe'en at a number of our theatres with staff members dressing up to add an extra element of entertainment for their patrons.*

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### Still in Chatham - The Capitol Spoofs and Spooks the Patrons

Phyllis Bechard, Assistant Manager of the Capitol, Chatham and the entire theatre staff got into the Hallowe'en spirit with all the trimmings by decorating the theatre with jack-o-lanterns, scarecrows and cobwebs made from grey yarn -backed up by spooky in-theatre sound effects to delight theatre patrons. Costumes ranged from Dracula and a white-robed 'prophet

The Chatham Daily News, Tuesday, Nov. 3, 1981



### HOSPITAL VISIT

Staff from the Centre Theatre dressed up in costumes and entertained youngsters in the children's ward at St. Joseph's Hospital on Hallowe'en Day. Here, the staff

entertains 17-month-old Kristine St. Amand. They are Angela Lindsay, Lisa Ritchie, Jean Sanson, Mary Ellen Brown and Barry Schives. (Chatham News Staff photo)

of doom' to clowns and bunnies.

Chatham certainly had a goodly group of goblins goin' for it this Hallowe'en - thanks to Mary Ellen and Phyllis.

---

*The Capitol, Chatham staff, from left: (Bunny) Cathy Comeau, candy girl; (Dracula) James Bond, usher; (Mickey Mouse) Joanne Everingham, cashier; (Clown) Paul Labelle, usher; (Minnie Mouse) Gail Everingham -candy girl; (Prophet of Doom) Chuck Lindsay, doorman. Note giant spider web on entrance door.*

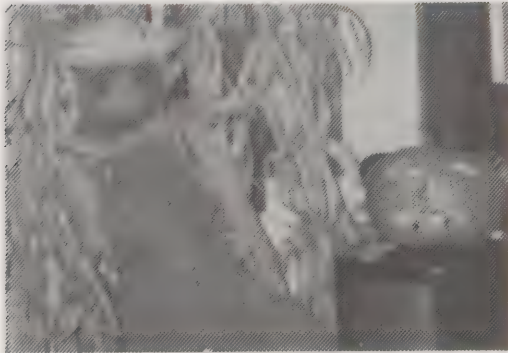


More photos "Capitol Spoofs, Chatham" on next page.



## Still in Chatham - The Capitol Spoofs

*continued from page 29*



*Jack-o-lantern and scarecrow were part of the attractive Hallowe'en decor in the Capitol, Chatham lobby.*



*A Bite of Bunny for Lunch. Bunny Cathy Comeau makes a tender tidbit for Dracula, James Bond (that really is his name).*

## Costumed Staff Turns the Trick to Treat Patrons In Ottawa

Hallowe'en night brought out the usual assortment of ghosts and goblins in search of tricks and treats and **Murray Lynch's** staff at the Capitol Square, Ottawa, felt they would like to dress up for the evening shift and add some spice to an otherwise bland evening. Patrons enjoyed the 'treat' and top prize went to **Shawn Seary** as 'the wine-o.'

**SHOWMEN IN ACTION** is an on-going feature, so if we missed your campaign in this issue, please bear with us. It may have arrived just after our deadline. Please keep sending in your promos and we will do our best to get them into print. We have plenty of **CITATIONS** with space for your name...so, let's hear from you.



*Bramalea Cinemas manageress, Jill Kitson (right), and her colourfully costumed staff.*

## Manageress Jill Kitson Wicked Witch With a Warm Heart

Staff uniforms were put into mothballs on the evening of October 31 at the Bramalea Cinemas, Bramalea, Ontario and patrons were greeted by a colourful assort-

ment of Hallowe'en characters. Manageress **Jill Kitson** got into the 'spirit' of things by greeting patrons at the door as a wicked witch. She was a rather warm-hearted one it seems, since she handed out Hallowe'en suckers with each greeting.



*Staff of the Capitol Square Cinemas, Ottawa, doing their thing.*



## Hallowe'en Hoopla in Burlington

Paul Hourigan, manager of the Burlington (Ont.) Cinemas, sends us photos of his staff who created a real party atmosphere for patrons on Hallowe'en night. All staff members arrived for their shifts in costumes and, as you will see in the photos on this page, many of them were outstanding.



**Burlington Buffoons.** Clown with umbrella hat, Tony Bogoslawski, spent the evening patrolling line-ups on a unicycle. The other clown, Stephen Lebarr, welcomed patrons and distributed candies to one and all.



**The Whole Gang, from left to right. Back row:** Gary Hill; Tony Bogoslawski; Stephen Lebarr; Bonnie Howlett; Nancy Finch; Patricia Mount; Greg Carey; Pam Cage. **Middle row:** Ken Mascola; Sharon Richardson; Chris Shepherd; Ian Walker and Paul Bogoslawski (Hosers) **Front row:** William (Trapper) Trapp, Trainee Assistant.



Capitol, Windsor staff in costume.

## Wacky Windsorites Wow Patrons As Well

Howard Levis, manager of the Capitol Cinemas, Windsor, forwarded a few snapshots of his staff in costume who went all out to put patrons in a party mood on Hallowe'en. They enjoyed doing it and the patrons expressed appreciation of their efforts with many complimentary remarks.

## Wonderful World of Bunnies in Montreal, Québec



October 31 was the night of the World Bunnies of Cinemas La Cite and manageress, Mariette Morin sends us this photo of her staff.



# Toronto Theatre Managers' Association Holds Annual Christmas Gala

The social highlight of the year for the Toronto Theatre Managers' Association is their annual pre-Christmas party. It is always a gala affair and a pleasant get-together for managers, spouses and guests of all Toronto circuits: Famous, Odeon, Premier, Cineplex and independents.

The 1981 Christmas Party held

December 7th in the gaily decorated Studio Dining Room of the Hampton Court Hotel in Toronto, was one of the best ever.

F.P. President George Destounis paid a brief visit early in the evening to extend Season's Greetings. Jack Cottingham of the Paramount, Peterborough, a long-time member of the Toronto Association, made

the trip from that city with his wife Marion to receive the good wishes of his old friends and associates on his upcoming retirement next June.

Cocktails, dinner, dancing, gifts and prizes galore added to the spirit of warm camaraderie to make the evening an unforgettable one.

*Photos by Len Bishop*



*Gerry Gollaher of the Hollywood Cinemas, left, and guest Lilian Miller with Mr. & Mrs. Hans Bechtel (Odeon).*



*Bob Brown (Cineplex) presents Barry Browne (University) with one of the many draw prizes. With that pair, the prize should have been B & B instead of V.O.!*



*Left to right - Jamie Perry, Asst. Mgr. Eglinton Theatre, John Dake, Manager, Sheridan North York four-plex, Krishna Ahuja, Towne Cinema Manager and John's better half, Collene Dake of the Imperial Six.*



*Advertising Director Don Watts and wife Marion get down to business on the dance floor.*

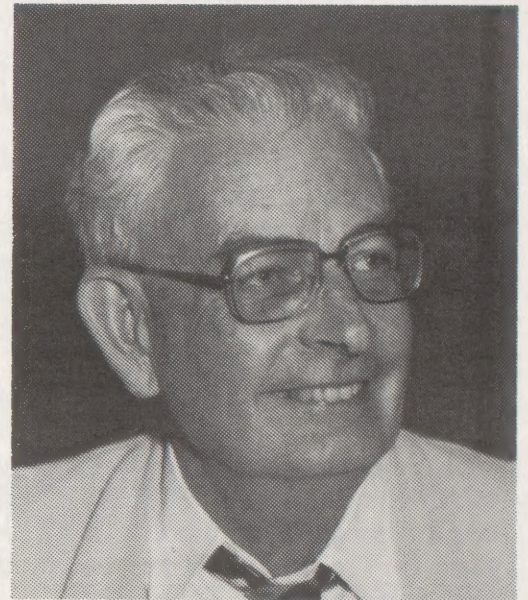




*Doug and Edna Pinder, left, Mary and Verd Marriott, front, and Pat and Svend Pedersen are a happy group of H.O. guests from Famous.*

# fond farewells

## Two Veteran Sound Men Retire



*Elmer Beatty*

**Elmer Beatty** retired December 31, 1981, after spending over 31 years with General Sound and General Theatre Supply.

These were exciting and hectic years because Elmer was in the engineering and service end of the motion picture business, and the motto, "The Show Must Go On," was largely achieved by the projection and sound personnel.

Elmer joined General Theatre Supply in 1941 as a projection and sound technician in Toronto. After nine years with G.T.S., Elmer did a stint with his father in a packaging business but kept his hand in the projection and sound business as standby for emergency calls; however, he rejoined the company in 1959 which was then reorganized as General Sound & Theatre Equipment Ltd. In 1968 Elmer was promoted to Projection Supervisor of the Ontario Theatre Department and continued in that position until his retirement.



*Toronto District Manager Dudley Dumond proudly displays T-Shirt presented to him by F.P. Toronto managers. On the left is Les Hawley, Manager of Bayview Village Cinemas. On the right is Phil Traynor, Imperial Six Manager.*



Throughout the years, Elmer was involved in installations and renovations of projection and sound equipment in practically every theatre in Ontario as well as in theatres in every province across Canada.

Elmer initiated the design of the G/S Sound System and assisted in the design of the G/S Automation Systems and Automation Alarm Systems. Due to his efforts, many manufacturers modified their equipment to improve results in the theatre.

He was involved with virtually every new process on the theatre market. Some of these include Vistavision, Cinemascope, 3D films, 4-track magnetic sound and 6-track 70mm films, Dolby 35/70mm stereo sound as well as Quintaphonic and Sensurround films.

Elmer could always be relied upon to open a theatre "on the button" under some of the most trying circumstances. And his voice on the phone to points across Canada saved many a situation and kept the movie running.

In 1944 Elmer married Marjorie Hunter who was also an employee with General Theatre Supply. They have one daughter, Barbara, and two lovely granddaughters. Barbara lives in Trenton with her husband who is a Canadian Forces Pilot.

Elmer and Marj are planning to spend some time in Florida or Arizona. Whatever they decide, their friends at General Sound from coast-to-coast wish them the very best.

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General Sound & Theatre Equipment Ltd. hosted a retirement dinner in Montreal in honour of **John J. Kilcullen's** retirement on January 1, 1982.

John is a veteran of over 40 years' service in the moving picture equipment supply, installation and service industry.

In 1934 he started as office clerk in the Special Products Department, Theatre Equipment Division of Northern Electric Company Ltd., in Montreal reporting to A.D. (Al) Turnbull. By 1938 John was a laboratory assistant modifying old and constructing new theatre electronic equipment, and in 1940 he was transferred to the Theatre Installation and Service Division of Dominion Sound Equipments



*John J. Kilcullen, Sr.*

Limited, a company formed by Northern Electric and R.C.A. Victor.

During the war years Dominion Sound was appointed to install and service radio equipment on all Allied merchant ships entering Canadian ports and, in addition to his theatre duties, John was involved in this service.

He was made Supervisor of Theatre Installation and Service in 1953 and also covered part of the Province of Quebec for theatre sales.

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## **E.L. (Lou) Barr Retires after 53 Years as Projectionist**

Lou started his career in the theatre business in 1929 with Miles Theatres. He joined Famous Players when Western Theatres Limited was formed June 1, 1936, and worked at the College Theatre in Winnipeg until 1941. He next spent three years at the Uptown, and from 1954 to 1962 he worked the swing shift between the Capitol-Metropolitan and Gaiety (Colony) Theatres in Winnipeg. He then worked at the Capitol from 1962 until his retirement on September 2, 1981.

Lou was inducted into Famous Players 25-Year Club in 1961 and became a member of the 40-Year Club in 1976.

Lou has held several offices in Local 299, I.A.T.S.E. including Secretary, Business Manager and President.

We wish Lou and his wife, Jay, best wishes for the future.

A new company was formed from a merger of Dominion Sound and General Theatre Supply, namely General Sound and Theatre Equipment Limited on June 1, 1959, and John was asked to join their staff as Supervisor of Installation and Service of both the Theatre and Communications Departments. He was appointed Quebec District Manager in 1964 when Mr. Turnbull retired from that position. John was also appointed President of Cine Com which position he retained until August 1977.

John is a ham radio operator; he serves as standby on the CB channel 9 for emergencies and goes by the handle "The Pioneer." He also is a stamp collector and enjoys reading.

John and wife Jean have three children, daughters Maureen and Gloria, and son John, Jr.

Although John had been on sick leave prior to his retirement, he continued to keep in touch with his many friends at General Sound who wish him many years of happiness in his retirement.



*E. L. (Lou) Barr*

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## **A Special Message to Our Retirees**

All retired employees who receive their pension cheques from the Montreal Trust Company will shortly receive a form which provides for an automatic deposit into their personal account. This form should be completed and mailed to the Trust Company as soon as possible in order to put this service into effect and thus avoid having to depend on the mail service. If you have any questions, please contact Bob West at Head Office.





*Who was Santa?*



*Ross Pratt, left, and some of the Tivoli Theatre staff.*



*Brenda Chandler, front, and some of the Century Theatre staff.*

# Hamilton Theatres Yuletide Party

Hamilton theatres' staffs and management held their first combined Christmas Party in the Pine Room at the Hillcrest Hotel on December 23.

There was a lovely buffet dinner and dancing 'til the early morn. Spot dances and door prizes were held throughout the evening.

Special thanks to Brenda Chandler, manager, Century Theatre who handled the arrangements for a super party enjoyed by all.



*Some of the Century and Cinema staff members*



*Century staff members Jody Hudecki and Sheila Bristo left, and Kim Hudecki right, surround manager Brenda Chandler.*



*Facing the camera, from left: Carol Marriott standing; Carol Pierce; Verd Marriott; Les McCuniff and Bill Cardinell.*



*Gary Moore, wearing glasses, and his Cinema staff.*



*Dancing or Group Sex?*



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# family album

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Send us pictures of yourselves, your families, your employees, etc. for our FAMILY ALBUM. A note explaining the photo would be appreciated.



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**FAMOUS NEWS** is published every two months by the Advertising Department of Famous Players Limited in the interest of Famous Players employees and associates from coast to coast. Any material for this magazine should be submitted to the editor's attention type-written and double-spaced. We reserve the right to edit for grammar and considerations of space.

Photographs accompanying articles would be most appreciated. Address correspondence to: The Editor, Famous News, 146 Bloor Street West, Toronto, Ontario, M5S 1P3, Telephone: (416) 964-5964.

Employees'  
family  
pictures

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**Director of Advertising**  
D.K. Watts

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**Editor**  
Elizabeth Pollock

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**January/February 1982**

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